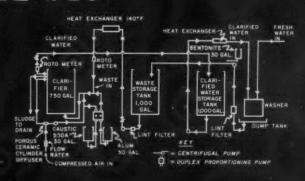
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The United States Navy's latest report on treating waste water for reuse



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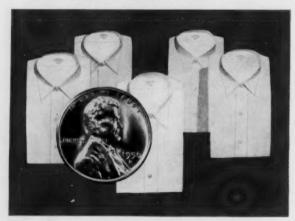
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Call or write Huron or your laundry supply jobber today! Easy-to-handle H. I. S. is packed in both 100-lb.

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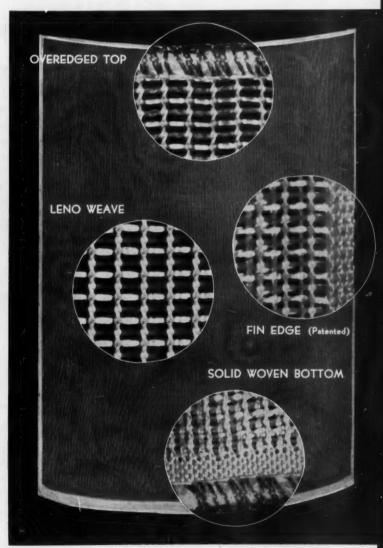
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Tarchroom

PUBLISHED MONTHLY SINCE 1893

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Meet Dick Vinceur



We are happy to announce a new addition to our editorial team. He is Dick Vinocur (rhymes with "Gin-No-Sir") who joins our New York staff as associate editor for Starchroom and her sister publication, The National Cleaner & Duer.

Dick is the oldest in a family of four children and hails from Cleveland. He is the product of Ohio State University where he received his degree in journalism in 1956.

While attending the University he dis-tinguished himself as sports editor of the campus newspaper and became a stringer for the Chicago Tribune and the Columbia Broadcasting System. At the same time, he was an officer of Sigma Delta Chi, journalism honorary, and Alpha Epsilon Pi, social fraternities.

After a brief stint with a public relations outfit, Dick headed East with two objectives in mind: (1) to make his mark in the business paper field and (2) to win the hand of a co-ed he'd met at Ohio State. (An October wedding is planned.)

During his breaking-in period, we found Dick to be a calm, cool, levelheaded colleague, who works well under pressure and has a knack of picking up new facts and ideas in a hurry.

Dick spent his first few weeks learning about the laundry and drycleaning business firsthand by going to some of the local metropolitan plants for a week at a time. Since then his editorial field trips have taken him from Boston to North Carolina, as attested by his stories in recent issues.

We like Dick and think he's got a lot on the ball. Check us on that when he comes knocking at your plant door.

-Henry Mozdzer

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NEW PRODUCTS and LITERATURE

Air-Powered Stapler



A new stapling machine has been introduced by The Staplex Company, Known as Model SA-100 it is equipped with a three-way air switch valve for either foot, knee or hand operation. It is said to be easy loading and uses standard ¼-inch leg staples. It operates anywhere air lines are available.

The unit is portable, weighing seven pounds. For further details write The Staplex Company, 777A-315 Fifth Ave., Brooklyn 32, N. Y.

Speedy Washer for 1957



Small Equipment Co., a division of The American Laundry Machinery Co., has designed a

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

new Speedy Washer for 1957. According to the manufacturer a number of new features, including simplified controls, makes the Speedy-57 easy to operate. These important features include: fill valve that swings out of the way for easy removal of clothes, single lever that turns faucet on and off and selects hot or cold water, dump valve at the top of the control panel to eliminate bending and stooping, divided skirt for easy access, transmission tops of stainless steel for resistance to corrosion, and concealed rinse nozzle under the extractor cover.

For more details write to Small Equipment Co., Division of The American Laundry Machinery Co., 5010 Section Rd., Cincinnati 12, Ohio.

Truck Accessories Catalog

A 12-page, two-color "Necessoties" catalog describing and illustrating accessories for International trucks has been issued by International Harvester Company. The accessories shown were selected as providing greater comfort, safety or convenience of truck operation.

Catalog, Form MT-93, can be secured by writing to the Consumer Relations Department, International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

Finishing Booklet Issued

Manitowoc Engineering Corp. recently published a booklet announcing its new line of finishing equipment. The addition of these presses, puff sets, spotting boards and spotting guns develops a full line of drycleaning systems and independent equipment manufactured by the firm.

The new four-page booklet outlines all of the new items, highlighting the features of each. The bulletin may be obtained by writing direct to Manitowoc Engineering Corp., Manitowoc, Wis.

Wyandotte Offers Sales Aid



The young lady shown here is holding a new circular on Wyandotte Rintex. This all-purpose built soap is a promoted product suitable for both light and heavy-duty washing. It may be used as a break powder, as a complete detergent on light soil, as a built-soap on medium and heavy soil and as a complete product for automatic laundries.

Rintex has been research-developed. The product is packed in 100-pound bags and in 275-pound drums. On the West Coast it comes in 250-pound drums only.

For a copy of this circular write to Wyandotte Chemicals Corporation, J. B. Ford Division, Wyandotte, Mich.

Ewing Offers New Boiler



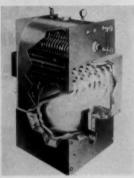
Ewing Manufacturing Company has presented a new upright, gas-operated hot water boiler. No extra storage tanks are needed with this unit. The smallest model which will raise 250 gallons of water 60 degrees each hour, or 136 gallons 100 degrees per hour, occupies a floor space less than two feet square. The second size will raise 432 gallons an hour 60 degrees each hour, or 257 gallons 100 degrees, and is 25 inches in diameter. The largest of the three models will raise the temperature of 720 gallons 60 degrees, or 400 gallons 100 degrees per hour. It is 31 inches

in diameter and 82 inches tall. Storage capacities range from 55 gallons to 145 gallons. The company reports that water can be safely heated up to 200 degrees Fahrenheit.

The manufacturer notes the following features: 100 percent gas shut-off in case of pilot failure; thermometers that show water temperature at all times, and magnesium rods to assure clean, clear water.

For details write to Ewing Manufacturing Company, 2545 NW Tenth, Oklahoma City, Okla.

Tankless Water Heater



A new line of tankless water heaters is offered by Portmar Water Heater Company, Inc. of 193 Seventh St., Brooklyn 15, New York. Fired with oil or gas, and built to A.S.M.E. Boiler Code specifications, the heaters automatically supply instantaneous hot water through submerged twin coils.

According to the manufacturer, because of advanced engineering, the twin coil arrangement permits one coil to act as a preheater, giving quick temperature pickup and requiring no recovery time. There are 14 sizes available, from 300 to 6,000 G.P.H. capacities. For further information, write to the manufacturer.

Chlorine Expeller

A new antichlor "activator" that makes it possible to expel chlorine in cold water has been presented by Martens Chemical Corporation. The product, known as Fluor-O-Lite, is said to eliminate streaking and adds to whiteness because of the presence of a fluorescent dye on the blue side. It also brightens colors and adds to fabric life, according to the firm.

A booklet on the product can be obtained by writing the Martens Chemical Corporation, 243 Clinton Ave., Kingston, N. Y.

Continued on page 73

here's more in it for You, Mister!"

Hoyt Dryers, from the smallest to the largest, are designed to save time and cut operating costs. They give you every automatic control you'll find on any dryer - and, as a bonus, those other exclusive HOYT features that make the whale of a difference in the volume you handle and the profits you bank.



DRYERETTE, JR. Fast small dryer, single unit. Capacity 16 lb. d.w. Ideal spotting tumbler.

DUO-DRI Ideal small dryer. Capacity 32 lb. d.w., twin dryer— (16 lb. per unit). Handles individual loads, like diapers, etc., to perfection. Separate automatic controls and heaters.



WESTPORT Fastest medium size dryer. Capacity 50 lb. d.w. Basket (largest for capacity) 371/4" x 301/2". Fully automatic controls.



ALL-PURPOSE CABINET New. Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and waterproofing methods.



BIG BERTHA Giant dryor. Capacity 115 lb. d.w., 18% greater capacity than other large dryers. Basket 54" x 30½" (arm-deep) is easily unloaded: No wasted cool-down period necessary to permit operator to unload.

Coin-Metered Dryers available.

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UTOMATIC DRYERS AND RECLAIMERS

If you can't lick 'em

We read a full-page advertisement the other week on a "noiron" cotton dress shirt that was said to have been tested to withstand bleach, chlorine, detergents, washing machines and commercial laundries. These are available in broadcloth and oxford at \$3.95 each.

These developments toward minimum-care shirts and suiting materials seem to be growing and can no longer be considered as novelty items. Under the circumstances, the professional launderer has three alternatives: (1) to fight the trend (rarely a successful procedure); (2) to find better ways of processing these materials, and (3) to find a way to capitalize on these developments by going along with them.

Experience has shown that these new finishes are fine for dressing up cottons. But their permanency is not unaffected by wearing and laundering. And when the "body" is gone, there seems to be no way of replacing it.

Instead of bemoaning these developments and kissing the shirt market goodbye, the professional laundryman can endear himself to the public at large by finding ways to retexture these "miracle" items.

Our industry would be offering a very real service, one which the public cannot do for itself. Besides replacing these desirable qualities in items that have lost them, we could perhaps impart these qualities to products that never possessed them originally.

Of course, the work would have to be given more attention and quality standards would have to be improved to assure satisfactory service. But we think it can be done and that it will strengthen rather than weaken the industry's position.

Travel—First-Class Idea: We've all become rather accustomed to the many different groups sent here by foreign governments and independent organizations to study American production methods and techniques in all fields.

And perhaps we've been made complacent by this flattering attention. The danger we face is that we may be deluding ourselves in thinking that we have the very best of everything.

We've talked to many travelers from abroad (and we mean laundrymen now) who were not quite as impressed with our methods as we felt they should be.

All, of course, were impressed by our volume of production. But they weren't quite sure that some of their own methods, machinery and equipment weren't as good if not better than ours,

We can sit back, of course, and say their problems are different from ours. But we like the idea proposed by Charles M. Smith of Capital City Laundry, Montgomery, Alabama. He has suggested that laundrymen planning a trip to Europe this year or next might form an industry team, approved by the U. S. State Department, that could hold joint meetings with European laundrymen and visit their plants.

We believe an organized party of this type could profit by this experience and bring back many new and interesting ideas to consider. We would like to see the team featured on a national convention program on its return.

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SHIRT FOLDING TABLES



More shirts in his dresser drawers

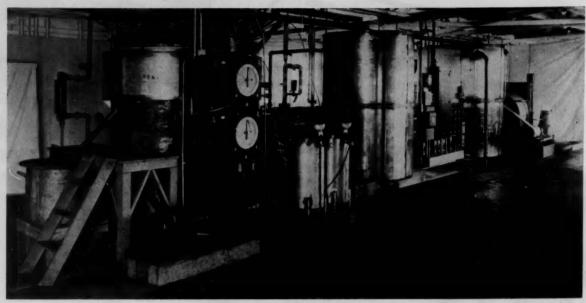


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Pliot-plant equipment consisted of (left to right) clarifier, chemical mixing tanks, waste-water storage tank, treated-water tank, washer-extractor

Navy Points Way to Water Savings*

Tallow-soap-based laundry waste water clarified and reused 13 times in test

ONE OF THE MAIN responsibilities of the armed forces towards their members is to provide water for health and sanitation purposes. While this problem is particularly acute overseas, it also exists in military establishments in this country, Adequate water supplies are lacking in many areas in the States because of prolonged drought conditions. And base laundries are probably the greatest users of water.

In the U. S. Navy, the Bureau of Yards and Docks has been seeking means and ways of conserving water over the past several years. Extensive research in the re-use of laundry waste water has been going on for some time at the U. S. Naval Civil Engineering Research and Evaluation Laboratory at Port Hueneme, California.

The results of their tests to date are of prime interest to commercial laundries, since our industry is confronted with the same water supply problems. Even where water is in plentiful supply, costs for those supplies represent a significant portion of operating expense. Then there is the related problem of sewage disposal.

Laundry waste water is lethal to fish or marine life. As more and more legislation is passed to control stream pollution, the headaches of the laundryman are compounded. Research conducted by the Navy is bringing answers to both these problems.

As early as November 1954 STARCH-ROOM LAUNDRY JOURNAL brought its readers a report of the findings at that time. The early tests then showed promise of from 87 percent to 95 percent reclamation of the waste water. The process, then described, produced this saving with no change in quality of work, even on whiteness retention.

To put it more dramatically, in the 1954 studies 332 loads were run and only 5,000 gallons of water were used. Normal processing would have required 38,000 gallons to turn out the same volume of work. These tests

were based on the use of detergents popular at that time. Since then, the almost universal use of tallow soaps has required new procedures of waste water clarification.

It is now reported that research has resulted in a flotation method for the treatment and clarification of tallow-soap-based laundry waste water. The unit that was developed clarifies the water in a very satisfactory manner without excessive build-up of solids or loss of clarity. Water savings were on a par with previous tests.

How it's done

The Navy pilot plant consists of four main groups of equipment. First, there is a 1,000-gallon storage tank for the waste water from the washer (in this case, a washer-extractor). Between the two are a lint trap and a pump.

Next, there is a 750-gallon clarifier tank, where the actual processing is done. Once again, there is a lint trap and a pump hook-up. A duplex pump

^{*}Based on a paper, "A Flotation Method for the Treatment and Clarification of Tallow Soap Based Laundry Waste Water" by J. E. Halton, L. L. Silver and J. V. Graham for the Bureau of Yards and Docks, U. S. Navy, Port Hueneme, California, February 13, 1957.

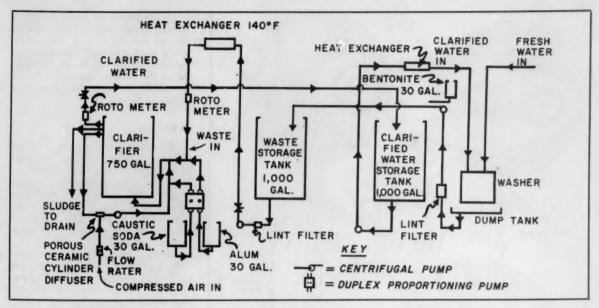


Figure 1. Pilot-plant flow sheet indicates direction of activity and details of equipment hookup

delivers alum and caustic soda from two separate 30-gallon chemical tanks to the wastes entering the clarifier. The clarified water then passes to another 1,000-gallon storage tank for re-use in the washer. (See Figure 1.)

Two heat exchangers are also used. One heats the waste water to 140 degrees before it reaches the clarification tank. Another again heats the treated water before it returns to the washer.

Chemically, here is what happens. In the clarification tank, treatment is based on the formation of aluminum hydroxide flow which, when it is coagulated and aerated, enmeshes and removes the waste material from the water. As this floats to the top, a mechanical sludge hammer removes it, as shown in Figure 2.

There is a prior step that takes place in the waste storage tank that should be mentioned, too. As the waste water is pumped into the tank, 2.5 grains of bentonite are injected into the line for each gallon of waste water to help the alum coagulation process. Since the pH of the individual washing steps varies, the tank provides a means of collecting and mixing the waste waters. Then what goes to the clarifier is of fairly even composition.

This mix is then pumped to the clarifier, at 140 degrees as stated. Here the alum is fed first, at a rate of 50 grains per gallon of waste water. The caustic soda is fed at such a rate to maintain a pH of 7.0. This is injected into a feed line, which also carries diffused air for the flotation process.

Air bubble dispersion is accomplished by forcing compressed air through a porous ceramic cylinder on the suction side of a pump drawing clarified water from the tank, (Shown on Figure 3). The caustic soda, which is injected into this water-air stream, tends to coat the bubbles. This then returns to the flocculation chamber, where the alum reacts with the hydroxide ions of the sodium-hydroxide. or caustic soda. The result is the formation of aluminum hydroxide floc. Since this floc is firmly attached to the air bubble, it rises to the top of the tank, carrying the impurities to the top. Here it forms a foamy sludge that is removed by the skimmer blades.

The treated water separates from the floc and settles downward, around the flocculation chamber. It then flows up to a clear water collecting space and it is pumped to the storage tank. This procedure is illustrated on the left side of Figure 3.

Excellent results obtained

In the test the clarified water was re-used and re-treated 13 times for a total of 52 cycles of 100-pound loads without excessive build-up of solids or loss of clarity. (A "cycle" means one complete wash, from first suds to final extraction.) A small amount of floc did finally form in the treated wa-



Figure 2. Closeup of clarifier shows sludge scraper in operation at top of unit

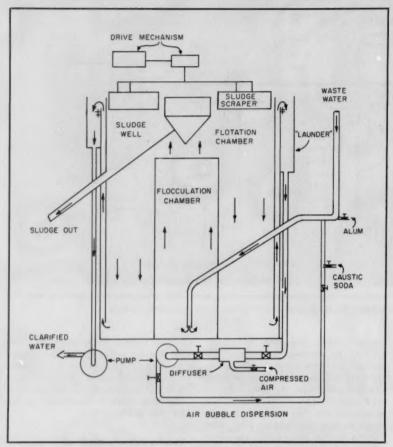


Figure 3. Diagram shows internal workings of waste-water clarifier in Navy's pilot plant

ter storage tank upon standing. But this in no way affected the quality of the water for laundering purposes.

Clarity tests were made on a photoelectric colorimeter. Distilled water was used as a standard of 100 percent light transmittance. The waste water, after treatment, averaged an excellent 96.7 percent of transmittance. The pH was maintained at a constant 7.0 by regulating the flow of caustic soda.

Step Tin		Water . Range	Level Gal.	Supply
(1) 1st Suds 4	Hot	High	47	208 grams soap
(2) 2nd Suds 3	Hot	Low	17	80 grams soap
(3) 3rd Suds 4	Hot	Low	17	32 grams soap
(4) 4th Suds 3	Hot	Low	17	8 grams soap
(5) Bleach 4	Hot	Low	17	1344 c.c. 1% bleach
(6) 1st Rinse 1:2	0 Hot	High	36	
(7) 2nd Rinse 1:2	0 Hot	High	36	
(8) 3rd Rinse 1:4	0 Hot	High	36	
(9) 4th Rinse 1:4	0 Hot	High	36	
(10) Sour 2:4	0 Hot	Low	17	53 grams sour
(11) Blue 2:2	0 Hot	High	36	340 c.c. blueing
(12) Rinse 1:4	0 Cold	High	36	
(13) Extract 5:0	0 —	_	_	
Total 35:4	O T	otal	348	

Investigations on both an experimental and theoretical basis have indicated that the treated water eventually reaches an equilibrium level as far as solids are concerned. The quality of the treated water at this level is entirely satisfactory for laundering purposes.

A real test

One of the main sources of supply for dirty clothes was the laboratory shop itself. Here greasy clothes and rags produced dirtier waste water than might be encountered in normal laundry operations. The amount of this dirty waste affects the pounds of sludge formed per gallon of waste water.

In the tests the sludge formed at an average rate of 376 pounds per 1,000 gallons of waste water. When operating at 10 gallons per minute an average of 225.6 pounds of sludge formed per hour.

As the sludge leaves the clarifier it contains a considerable amount of air and is of low density. Both the density and concentration of solids depend on the amount of air used to float the coagulated floc. A high air rate produces a relatively dry sludge. A low air rate results in low solid concentration with a high water content.

In the pilot plant operations the sludge was collected in a tank and agitated mechanically to collapse the foam. The air was separated to leave a fluid sludge, comparable in density to water. Analysis showed it to be 98.4 percent moisture on the average.

This sludge was drained into a sewer line during the tests. No attempt was made to investigate any other method of disposal, although there are some distinct possibilities. One would be to let the sludge settle in a large tank. The top portion could be tapped off to a drain, or returned to the waste storage tank for further water savings.

The balance that settles could be removed periodically, dried and burned. Other possible methods of disposal are through filtration, either by means of sand and gravel beds or leaf filters. This could be followed by drying, burning and dumping of the ash.

The Navy research team states that this treatment is effective and satisfactory for the treatment of tallow-based laundry waste water. However, the tests continue, Further refinements and improvements are inevitable before the entire planned series of tests are concluded. One of the industry's more pesky problems is nearing a solution.

Remove them <u>all</u> with Wilson's YellowGo[®]





...the modern/titanium safety dye/stripper

BLACK Dye Stains

> YELLOW Dye Stains

GO MODERN. GO YellowGo . . . the concentrated liquid stripper that takes out dye stains of any color from any fabric. All-purpose — YellowGo removes fugitive dyes from colored articles as well as white. Safe — you can follow and control its action. Has no effect on tensile strength either. Easy to use — in tub, crock, or washer. Money-saving too — less than a nickel's worth of YellowGo is all you need for average stripping jobs.

Ask your jobber for YellowGo.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

REDDye Stains

GREEN Dye Stains

In either bottle
... your best bet for efficient dye stain removal



When it's a WILSON "GO" product it's a better stain remover . . . because it's made by stain removal specialists, backed by 30 years of leadership



are our only business"



Pride of ownership is said to be one of the reasons why plantowners buy their trucks outright, but many find it less worrisome to rent them

Have You Thought About Truck Leasing?

There are three ways of doing it and the merits are worth checking

By DR. JOHN H. FREDERICK

Professor of Transportation College of Business and Public Administration University of Maryland

FOR SOME YEARS I have been hearing about truck leasing and other plans to relieve truck users of some or all of the responsibilities of ownership and management as well as maintenance. It is, however, only recently that I have made a careful study of what is really involved in these methods of doing business. Frankly, I am amazed at what I have discovered and wonder that these methods of acquiring and caring for motor transport equipment have not had wider acceptance.

It has been estimated from various sources that in 1956 there were 225,-000 leased trucks in operation. This represents a 50 percent increase in leased trucks over the previous year but when one considers that there are approximately 10 million trucks registered in the United States, this is just a drop in the bucket.

There are really three broad concepts involved:

The first is truck leasing under various service agreements but most of these require the leasing organization to assume full reponsibility for the equipment. The user does not own it, he just uses it and pays rental plus so much per mile. Full service leasing belongs in this group.

The second is a method whereby a company buys trucks and then contracts with the manufacturer to maintain them through his service branches. This is called guaranteed maintenance.

The third is a method whereby a user leases the trucks on a pure lease but maintains them himself unless he combines such a lease with a guaranteed maintenance plan. This is called finance leasing.

All of these methods are designed

to put capital to other uses than investment in transporation and maintenance facilities. Leasing supplements the working capital and borrowing capacity of a company.

The first and second methods, however have a second function. This is to simplify the activity of transportation in a business so that executives do not spend their time doing things that can be done better by others who are specialists in particular activities. This frees executive time for devotion to the productive end of a business.

Full Service Leasing is a form of private ownership under which a specialized truck leasing organization owns the trucks but leases them to a company for use under a plan based on a contract requiring the leasing or-

Continued on page 18

Here's How The SAGER CUTS SHEET SHAKING COSTS in HALF

Pocock's Corner

In discussing the costs of operations on an 8 roll flatwork ironer with a close associate. he came up with the idea of asking the laundry owners (who read



M. A. Pocock

this corner), to write and tell us what they thought these costs amounted to, and what items they included in order to arrive at the operating cost per hour. I ventured \$50 that less than 15 persons would write me on this all important subject. I am still waiting to be able to report to all of you that there are 15 people in the entire industry who have an idea on this subject, as well as the guts to write me and give what in their minds are the figures entering into such costs. I have extended the time of the bet another month. Frankly, I would like very much to lose this bet several times over because I consider this a very important factor in laundry operation. Often, it spells the difference between profit

For many years I have been trying to impress laundry management on the costs of ironer operations. Now, I would appreciate YOU telling me your ideas along this line. If only a thousand laundry owners would do so, I am sure that such material could be presented to the trade in such a way as to make all this worth many thousands of dollars to every man in the industry. Write now.

Seems I was on the subject of moisture content a month ago. That is the percentage of water contained in the damp goods before ironing. So many of you have heard salesmen and others talk about 50% retention that you are of the opinion that you are that good, when, as a matter of fact, we seldom ever find this to be the real thing.

I made a visit to one of our larger laundries this past week and found the moisture content such that every roll of their 8 roll ironer was steaming like the exhaust pipe from a steam engine.

M. A. Pocock

Speeds Up Flatwork Production **Increases Your Profits**

The



* Increases Production With Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

* Reduces Labor Turnover

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager "B" Spreader. Handles 1.200 to 3.000 sheets and spreads per day

* Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



You Can Make More Profit on With the

American 4-FS Trumatic Folder

The American Type 4-FS (Family Service) Trumatic Folder soon pays for itself in labor saving and increased production by automatically folding both large and small flatwork from family bundles directly at the ironer. Because all flatwork is folded at highest ironing speeds, the feeding operators never have to slow down for receiving crew to keep pace. You get greater production from the ironer with fewer operators.

Family bundles, pin-and-net or fully identified, or linen supply work, there is no limit to the type or mix of flatwork the Type 4-FS Trumatic will fold. Transfer back and forth from single-lane (for large pieces) to two-lane (for small pieces) is completely automatic, and by stagger-feeding small pieces they can be folded four-lane. Every piece is folded uniformly with neat, even edges that will give your family bundles added "customer appeal".

Independently driven, the Trumatic Folder can be used with any 110" or 120" chest-type or cylinder-type flatwork ironer. In addition to the type 4-FS, the Trumatic Folder is also available in three other types to best suit any particular plant operation. Your nearby American Man from the Factory will be happy to analyze your present operation and show you how a Trumatic Folder will pay big dividends in increased production and reduced labor costs.



Catalog AD 759-002 will give you all the important information on the high-production, labor-saving Trumatic Folder. Write for your copy today.

The American Laundry Machinery Company, Cincinnati 12, Ohio

Family Bundle Flatwork



For large pieces . . . Type 4-FS Trumatic Folder at Washington Laundry and Dry Cleaners, Evanston, III., delivers neatly folded large flatwork, such as sheets, bedspreads and tablecloths, from individual family bundles to one receiving operator at delivery end of 8-Roll Super-Sylon Flatwork Ironer.

For small pieces... Two operators receive towels, pillow cases and other small flatwork from individual family bundles folded by the Type 4-FS Trumatic Folder at Washington Laundry & Dry Cleaners. High production of the Super-Sylon Ironer is no longer limited by folding speed of receiving crew.



You can expect more from

American

Continued from page 14

ganization to assume full responsibility for the proper care and maintenance and the proper physical condition and appearance of the truck or trucks at all times. Further, such a contract stipulates that none but the user's drivers or agents shall ever drive this equipment, that no product or merchandise other than his shall ever be hauled in it unless the user, and the user alone, decides to do this.

Moreover, the equipment is painted and lettered to the user's specifications, designed and engineered and often built exclusively for his work and retired and replaced only upon the user's instructions. Should the user, at a future date, cancel an agreement of this type, he is obligated to buy the truck or trucks at a predetermined depreciated book value.

Full service leases usually run for a period of three years. The user does not have to buy a thing, just provide the driver or drivers and pay a single invoice each week based on a daily rental plus a mileage rate. He knows his truck costs as they occur, part of them in advance, and is able to budget expenses accordingly. There is also a great flexibility in most full-service leasing arrangements so that more or less equipment may be used by a lessee from time to time.

It seems to me that full service leasing is adaptable to almost any truck need, either for local deliveries or over the road, but that it is particularly advantageous to those concerns just starting to provide their own transportation for which they would otherwise have to buy equipment.

The pros and cons of truck leasing boil down to a matter of costs something like the problem of private vs. public warehousing or any other situation where a complete specialized service is being considered vs. something a company may try to do for itself. In other words, can a user provide his own or buy a service cheaper, everything considered?

The experience of many users indicates that, everything considered, it does not cost more to use full service leasing than to do it all for yourself and often not do it at all! Maintenance, appearance and many other things, as is well known, are often neglected by owners.

Guaranteed Maintenance is a service provided by manufacturers. It involves buying trucks which are then maintained at the manufacturers' facilities under contracts whereby the user-owner makes the vehicles available at set periods for preventive and



Fleet maintenance responsibility may rest with the plantowner, the renting firm or the truck manufacturer depending on the leasing plan adopted

other maintenance. Road maintenance service is also provided. The owner employs the drivers, as he does in a full service or any other leasing program. The trucks are, however, the property of the user.

Guaranteed maintenance assures users that, over a certain number of miles as provided in the contract, each unit will cost a certain amount from a mechanical standpoint, except for accidents, abuse or neglect. Long-term financing on the usual chattel mortgage basis is frequently tied in with a guaranteed maintenance plan.

Finance Leasing involves the use of a true lease, whereby the title never passes to the original lessee, running for a considerable period of time. It is carried on by manufacturers direct with users as well as by leasing companies specializing in this activity. It applies to the financing of motor equipment the lease-back principle so familiar in chain store operation and as used for many years by the railroads and other business.

There are a great variety of finance leasing plans but those most commonly found are:

1. A lease of 50 months with renewals thereof on an agreed basis of so much per month, but with one year renewal guaranteed as a definite option. The lessee is certain of the vehicle for a minimum of 62 months. The one-year renewal is usually offered at a very nominal amount regardless of the original cash selling price in the lease. For example, a

\$10,000 truck or a \$5,000 truck for its one year of renewal would call for the same rent of \$5.00 per month or \$60 for the year.

2. A lease providing for accelerated payments during the first 25 months and reduced payments during the second 25 months with the same one-year renewal option at \$60 per vehicle. A typical plan of this nature calls for 65 percent of the vehicle's cost being paid in during the first period and 35 percent during the second. This is thought to fit in very well with maintenance costs since in the early period these are sure to be less than during the second half of the life of the lease.

3. This type is available in some states but not everywhere. It calls for the use of Type 1 or Type 2 leases but with renewals up to and including 10 years. These 10 years or portions thereof to be at the rental of \$7 per month per unit. The maximum lease time available can be for as much as 14 years and 2 months. This plan is obviously designed for extremely low mileage operations.

Full service leasing, guaranteed maintenance plans and various methods of finance leasing all have their individual advantages. There is no one best plan for all concerned any more than there is any one best plan of distribution applicable to all concerns alike. The individual operator has to first decide that he needs the full-time service of one or more trucks; the service to be rendered, either local delivery or over the road; whether he wants to buy the vehicle or avoid this

HALOX YOUR CLOTHES

for really safe bleaching!

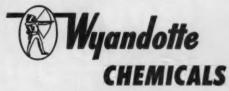
Use HALOX® in the break, as a part of Wyandotte's one-shot formula. Here's what HALOX — the original organic bleach — does:

- Holds tensile-strength loss to a minimum
- Prolongs fabric life safe on all white-cotton fabrics
- Prevents pinholing and iron discoloration
- Improves whiteness
- Reclaims mildewed linen

Unlike hypochlorite bleaches, Wyandotte Halox — the original organic bleach — keeps tensile-strength loss down. That's because of the built-in safety feature of Halox: chlorine is released a little at a time, as it is being used.

Halox is simple to use, safe to handle; you add it dry to the wheel. No danger of spilling and causing damage; no need to worry about misusing it. And as for economy, consider this: just 100 lbs. of Halox will bleach more than 80,000 lbs. of white work! You'll agree, that's pretty impressive tonnage!

You owe it to yourself — and your customers — to investigate Halox for your bleaching needs. Get all the facts from your Wyandotte jobber or representative today. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.



J. B. FORD DIVISION

YOUR WYANDOTTE REPRESENTATIVE IS A LAUNDRY SPECIALIST - CALL HIM TODAY!

investment; and then pick the plan to suit his needs.

It will be well, however, to list the chief advantages of each of the plans outlined above:

Full service leasing has six basic advantages and is the only plan which really relieves the user of all responsibility for his vehicles:

 No capital investment—the user can thus utilize released capital in his present business.

2. Cost of equipment predetermined for budgeting purposes—a simple means of setting up automotive expense is established because of the monthly fees.

 All charges are deductible as costs of doing business hence the need of maintaining a host of supporting records is eliminated.

 The user is taken out of the automotive business and his personnel released for duties allied directly to his own business.

 Equipment is kept new and presentable providing advertising value through good appearance because of careful maintenance and periodic replacement.

6. No capital is tied up in extra trucks used only infrequently, since peak seasons can be handled economically by short-term leasing of additional units.

Plans for guaranteed maintenance have the chief advantage of eliminating at least seven problems faced by owners performing maintenance themselves:

1. Investment in tool and service equipment.

2. Investment in shop space and upkeep facilities.

3. Dealing with personnel such as finding, training and supervising good mechanics; keeping them busy full time and having them available when needed.

4. Investment in parts inventory and cost of control of parts stock.

5. Difficulties of coordinating truck servicing schedules with job schedules.

Keeping detailed accounts of various service costs and parts purchases.

7. Responsibility for reducing trouble on the road through preventive maintenance and the knowing what service is needed and when.

It should be noted that trucks which have received guaranteed maintenance usually command the highest trade-in or used-truck sales price.

Finance leasing plans are considered to offer certain financial advantages to users over the outright purchase of equipment:

1. Cash-flow advantages are provided for those companies which can then borrow money with profits on the freed capital far outweighing the additional expense of leasing rather than buying outright. The total dollar financing cost of a lease may sometimes be higher than borrowed money, but profits on the freed capital may far outweigh the additional expense and this source of cash-flow may be superior to other financing methods.

2. Company balance sheets can omit the value of vehicles under lease.

3. A "true lease" makes possible maximum tax savings.

4. Lease plans require less of a

down payment. A typical example concerns \$100,000 worth of equipment which on a straight finance deal would require a minimum down payment of \$10,000 (or 10 percent). Under a finance leasing plan this down payment is reduced to about \$2,000—a difference of about \$8,000 in freed cash.

Having reviewed the advantages of the various plans let us now look at a few matters to be considered on the other side. The question of tax benefit, comparing leasing to outright or installment purchase, is not quite clear.

A truck user should secure competent tax advice on whether under present laws the advantages to be secured through annual depreciation of owned vehicles might not be more than the advantage referred to under finance leasing plans.

Then too, one should consider whether or not, in times of inflation, it is not better to own equipment rather than lease it.

But perhaps more troublesome than either of these financial matters is the question of control over drivers and their attitude toward leased equipment. Will they be as careful of something you don't own? Will you have the same degree of control over the drivers?

Another matter that should be mentioned at this point is that truck leasing is becoming very competitive. It would appear that nearly everyone was "trying to get into the act." We have, of course, the well-established and highly experienced national leasing companies. There are also smaller specialized leasing organizations which have confined their activities to certain localities but know all the ins and outs of the business. Then there are the truck dealers who often go into leasing to hold a big truck account or as a means of increasing their over-all business. We also have bus operators entering the field or at least talking of doing so. In some instances companies have sold their trucks, particularly where specialized equipment is involved, to the drivers and then have leased them back.

All this competition means, of course, that rates will be held down but it also means that a lessee or prospective lessee should examine the lessor with care.

Criteria for selecting a leasing company should not be based on the lowest quoted rates but on its experience and general character as well as on the experience obtained in the use of its services.

Continued on page 26



"You can expect this every Monday morning. He has to have a laundry adready for the paper by $10\,\text{:}00$ o'clock."

There's Showmanship in Shirts "PERFECTION" FINISHED by

RED EDGE Knitted Padding

There's nothing like a crisp, sparkling, "Perfection" finished white shirt, or a beautifully finished sport shirt that looks better than new, to prove to your customers the superior quality of your service. Every time your presses turn out a shirt "Perfection" Finished by RED EDGE Knitted Padding, you demonstrate to another customer the complete satisfaction your laundry provides . . . and you assure yourself of bigger bundles and profitable repeat business from a well pleased family.

On your presses and flatwork ironers, RED EDGE sets the stage for flawless finish of shirts, sheets, tablecloths and other finished pieces. Free of wrinkles and scorching, with buttons, seams and hems unharmed, each piece has the soft perfection of handironed work. RED EDGE features *Knitted* construction. It has the long-lived, resilient porosity that drinks up clouds of steam, bounces back immediately

after every turn of the roll, every squeeze of the press. Moreover, RED EDGE is easy to change, saves dressing time in your plant.

Ring up the curtain on added profits by using RED EDGE Knitted Padding on all your presses and flatwork ironers. Ask your Supply House for RED EDGE today!

RED EDGE KNITTED PADDING

Available in the right Types and Styles for all your Finishing Equipment!

STANDARD 1/4" and 1/4"
FOR FLATWORK IRONERS: 1/4" and 1/4
Styles in Rolls, or Cut and Bound Pads.
FOR PRESSES: 1/4" Style, Redi-cut and Bount
Pads. Also available in Press Padding Rolls

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound Pad Styles.

Cotton: Cotton Binders attached. Cotton: Asbestos Binders attached. Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads evailable WITHOUT Binders if desired. Single Thick Pads available in all 3 cottonasbestos styles for Flatwork Ironers using saring padding.



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unload some production problems.

HOFFMAN Equipment.

Speed tonnage flow, cut idle equipment and handling time, get more loads per day with Hoffman unloading washers and extractors.

Designed for high volume production, the washer unloads automatically into extractor baskets, which are moved by hoist into and out of the high speed extractor, and by monorail to finishing tables. Manual handling in these steps is eliminated.

These hefty Hoffman machines are built for steady, hard work on heavy schedules. They are simple in design, easy to maintain, give maximum output indefinitely.

Whatever the volume, plan on the efficiency of Hoffman equipment. Standard production model washers and extractors in capacities from 25 to 400 lbs...low-temperature air-dry tumblers... available from your nearest Nicholson distributor.

Service you can depend on . .

Nicholson clearly understands that your installation is only as good as the service to keep it in full operation. The Nicholson distributor organization is geared to provide the parts and maintenance service you need. You can depend on it!

Look at these features of Hoffman design...

THE UNLOADING WASHER

- · Fast, open-pocket washing
- Simple hydraulic unloading mechanism
- NEWautomatic spotting of cylinder
- For less care and longer wear stainless steel construction
- · Quiet V-belt, roller chain drive
- Fewer parts, easy to get at for easier maintenance

THE UNLOADING EXTRACTOR

- High speed for maximum extraction
- Air operated brakes and safety cover
- · Smooth balancing of loads
- Stainless steel construction
- Automatic timing of cycle
- Rugged, simple, easy to maintain

Automatically

CAPACITIES 225 TO 400 LBS. DRY WEIGHT





HOFFMAN UNLOADING EXTRACTOR, 50", 54", 60" DIAMETER, 320 TO 450 LBS. DRY WEIGHT

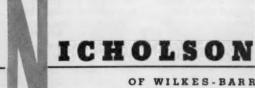


HOFFMAN 42" STANDARD STAINLESS STEEL WASHER Fast, trouble-free operation. 225 to 400 lbs. dry weight. Easy, level, Pullman unloading; automatic spotting of cylinder.



HOFFMAN OPEN TOP EXTRACTOR, 40", 48", 60" Maximum extraction, rapid start and stop. Single lever safety control. Rugged con-struction for heavy production.

A satisfied customer is our first interest

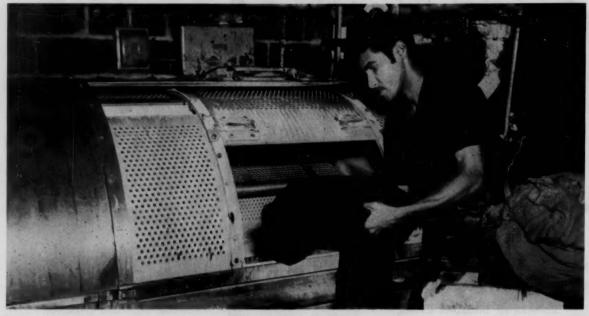


OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices — 12 Oregon Street, Wilkes-Barre, Pa.

This Plant Uses the Immersion-Saturation Method



Ten-minute immersion in flameproofing solution, followed by immediate hot tumble-drying, are basic steps in this procedure. Laundry washer is employed for large lots, dip tank for smaller loads

There's No Secret in Flameproofing

Process is fast and simple...but watch certain hazards

By GERALD WHITMAN

FLAMEPROOFING is a fairly simple process and a lucrative sideline. But there are certain cautions that should be observed, according to Gabriel Illovsky, owner of Tru Color Dye Works, Inc., Long Island City, N. Y. This firm does a substantial amount of drapery and household goods flame-proofing for drycleaners and schools in the metropolitan New York area.

Generally, there are two ways of accomplishing flameproofing—by the spray method and by immersion-saturation. Tru Color uses the latter approach because, Mr. Illovsky feels, immersion will produce better quality and more even results. At this plant, draperies, slipcovers and other household goods are flameproofed on the wet side, in a mixture of water and powdered flameproofing compound. No solvent is used in the process.

Depending upon the size of the draperies and the weight of the individual load, Tru Color uses two types of equipment for immersion. One is a 42-by-54-inch laundry washer for large loads; the other is a small stain-

less-steel-lined wooden dip tank for loads up to 20 or 30 pounds,

The men mix up their flameproofing solution at a ratio of one pound of powdered flameproofing chemical to each gallon of water. The temperature of the water is maintained at 100°F, and the length of immersion in either the washer or smaller dip tank is 10 minutes. By that time the load will have been fully saturated. The flameproofing solution is reused indefinitely. An average dryweight load in the washer runs to around 150 pounds, with the amount of water required for a load of this kind also running to 150 pounds. All items are first washed, unless already clean.

Before the immersion process takes place, the men first classify the items to be flameproofed by type of fabric. If they are to be processed in the washer, the speed of revolution must be altered for each type. Cottons, for example, are run at the higher speeds—from 8 to 10 r.p.m.—while rayons are run at 4 to 6 r.p.m. Wool, because of its inclination toward "felting" or

excessive shrinkage, requires special handling. For this fabric, the washer is run at even slower speeds than for rayons and the temperature of the water is reduced. Acetates, says Mr. Illovsky, will not take to flameproofing at all. Rayons require less chemical because they are less absorbent.

Because flameproofing is on the acid side and some colors are acid-sensitive, pretesting is advisable. Some colors tend to change during flame-proofing. Bright reds, for example, are inclined to turn blue if care is not taken. When an item contains red colors, the men dip a corner of the fabric into the flameproofing solution and, if the color remains fast, will then proceed further. If the color is not fast to the flameproofing solution, they will not risk going further with it.

After removal from the washer or dip tank, it is important to dry the items immediately. Otherwise, the flameproofing chemical will begin to crystallize and leave a "salting" or white-streaked effect on the surface of the fabric. Everything but woolens



For real BIG Savings
Nothing Equals this

HYDRAXTOR*

100%

AUTOMATIC

OPERATION

SELF CONTAINED



HIGHER OPERATING PRESSURE

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EXTRACTION

★ This NEW Method of Extraction
Outperforms Any Centrifugal Type

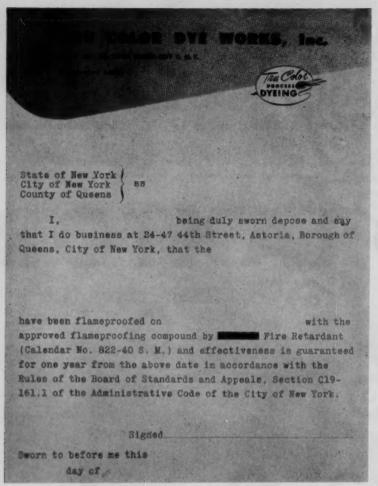
Pays for itself! Higher production...Lower initial cost...
Lowest labor costs...Lowest power and operation costs
...Save on water...Save on linens...No foundations or bolting...Vibrationless, Noiseless.

The HYDRAXTOR

WRITE, WIRE OR PHONE FOR INFORMATION

OMPONY - 3500 TOUHY AVE., CHICAGO 45, ILL.

EXTRACT WATER WITH WATER



Sworn statement that item has been flameproofed and guaranteed effective for one year is sent to customer as required by law in New York City

is dried in hot 100-pound tumblers for 30 to 35 minutes. Wool fabrics are hung up to dry in the open air to avoid undue shrinkage, Mr. Illovsky claims that a flameproofing job of this type is good until the next washing or through two to three drycleanings.

He points out, however, that since most flameproofing compounds have an ammonium sulfonate base (in addition to other ingredients), fabrics that have been flameproofed will absorb moisture from the air, generate sulfuric acid and will eventually become "tendered" or decomposed. Flameproofing also imparts a harsh feel to most fabrics.

Tru Color receives most of its flameproofing work in the spring and fall, although it does a quantity of it all year around. Among some of its better customers are numerous public schools in the city that require flameproofing of auditorium and classroom draperies.

The firm charges its cleaner-custom-

ers at the rate of 5 cents a square foot on large items, 6 cents a square foot for smaller pieces. These prices are for rough finish. If the customers want a finished, or pressed, job the charge runs to 8 to 10 cents per square foot.

The prices that Tru Color's customers eventually charge their own retail customers vary, but Mr. Illovsky—when asked—will suggest prices ranging from 12 to 14 cents a square foot. The flameproofing chemical used costs about 14 cents a pound.

To comply with a New York City ordinance—particularly as concerns jobs done for commercial establishments and schools—Tru Color supplies copies of a notarized statement to its customers stating that the item in question has been flameproofed with a specified compound and that it will be guaranteed for a period of one year. The customer is required to forward a copy of this statement to the New York City Fire Department.

TRUCK LEASING

Continued from page 20

In the major cities where truck leasing has long been available this means the lessor should have been established for some time. In the smaller cities, or in areas where truck leasing is a relatively new service, then the leasing company may be new to the field, but have been an outgrowth of another type of automotive concern of substantial character such as a storage garage owner, a cartage company branching into leasing, or even a dealer who regards his dealership as an entirely separate and different operation than that of a leasing service which he may have established. The separation of selling and leasing operations is all-important from the standpoint of a high standard of service.

With all the advantages of various leasing plans, what are the chief reasons why more truck operators do not make use of them? Probably pride of ownership and the desire to retain full responsibility for maintenance are the basic "psychological" reasons but "costs are too high" is the usual reason actually stated. Yet the very same people who advance cost as their reason will, if pressed, concede that they don't really know their full truck costs, or will admit that they have not covered in their own cost figures every item which a leasing company must.

For example, the truck owner seldom charges garage space for his trucks to the trucks (this cost is under real estate or building rental for his basic business); or he never washes his trucks, so naturally does not have this cost to include; or his bookkeeper may spend a couple of days a month handling invoices and other cost records pertaining to the trucks but this is never charged against "truck costs."

Of course, many companies have competent truck departments who know their costs, who keep complete and accurate records, and who then will state that compared to their maximum efficiency costs, leasing charges (for full service in particular) are about 10 percent higher. But it is often these very companies who are willing to go into leasing arrangements because of the many intangible advantages on the plus side such as freeing executive time for other management details and the freeing of capital which can be more profitably used than by tying it up in trucks and maintenance.

This latter is the No. 1 sales argument for leasing motor equipment. Any company should get a better than 10 percent return using its own money in its own business!



Here's why THERMOTEX is just what the doctor ordered:

- THERMOTEX wears twice as long as other cover cloths, bringing you big savings in replacement costs alone!
- THERMOTEX's longer wear means less time and labor required!
- THERMOTEX prolongs the life of the padding!
- THERMOTEX increases production on your presses and ironers because of its faster-drying, heat-conducting qualities!
- THERMOTEX will not slip or shrink-needs no breaking-in period!
- THERMOTEX is available in rolls at a saving. Eliminates the need for ready-made covers...you're never without a cover!
- THERMOTEX plays a major role in improving quality!



Write today for full story. A complete line of supplies. Nation-wide service.

Send for free booklet, "Better Way Washing Talks."

ESTABLISHED 1851

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- LOS ANGELES, (P.O. Address) 2632 E. 54 ST., **HUNTINGTON PARK, CALIF.**

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OF QUALITY LAUNDRY AND CLEANING SUPPLIES

"STIMULATING INFORMATIVE APPLICABLE!"

PUERTO RICO: "A great help to me . . . many suggestions and ideas have been adopted with great results from your magazine."

NEW YORK: "THE JOURNAL is the best magazine in the indus-

try in all respects."

ALABAMA: "There is no magazine better than STARCH-ROOM LAUNDRY JOUR-NAL."

NEW JERSEY: "Enjoy reading THE JOURNAL each month . . . and get some good ideas every month." KANSAS: "Tops. You have a great publication. Wouldn't be without it."

MASSACHUSETTS: "I think your magazine is excellent! We have enjoyed it and used it for years."

MINNESOTA: "Well written and easily read . . . we can get ideas from almost every issue."

BRITISH COLUMBIA: "Like it better than any other trade journal."

MISSOURI: "Best magazine in the field on all counts."

NEW YORK: "Helped in so many ways that there is not enough room to write it all here."

CANADA: "Well put together, good coverage."

NEW YORK: "I like the JOUR-NAL. I rate it No. 1 of all the trade journals I receive."

IOWA: "Is always read with interest . . keep up the good work."

ILLINOIS: "Read every issue everything very helpful and interesting." Spot check 100 of our readers.

Ask them what they think of the JOURNAL.

More than half mention particular articles that helped them get more business and process it faster at a higher profit.

A good many cite ideas, sparked by the magazine and actually applied in their plants.

"Stimulating, informative, applicable," says a San Francisco reader. From Alabama: "Tops in every phase!" From New York: "the best magazine in the industry—in all respects!"

Ask these readers about the JOURNAL's New Products Section. Helpful?... Over 85% say it is. And a big 66% say they've contacted manufacturers for literature and information.

Is the advertising read? Seventy-five in the group cite ad after ad that "rings the bell."

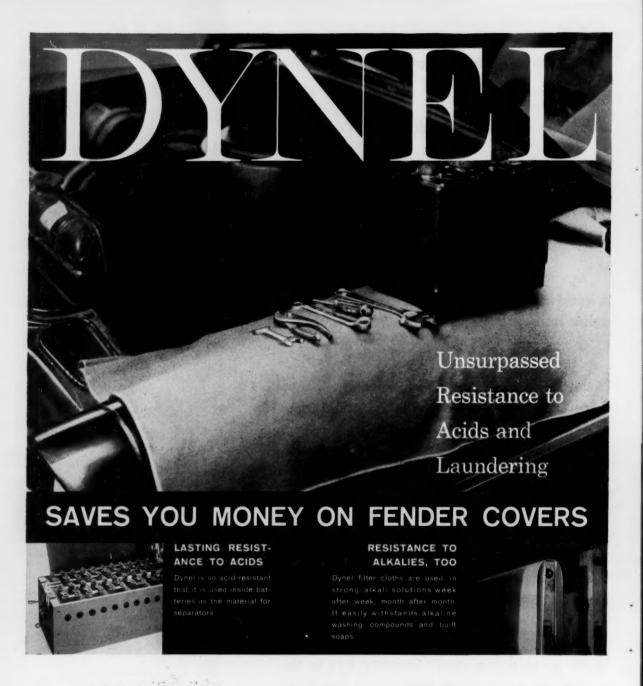
Do laundry executives get what they want in the JOURNAL—and nowhere else? They must! They're swamped with give-aways, but they choose to pay for the JOURNAL—the only national, specialized, professional magazine they can pay for.

STARCHROOM
LAUNDRY
JOURNAL

First in the Laundry Industry Since 1893

305 East 45th Street New York 17, N. Y. OREGON 9-4000

ABC/ABP

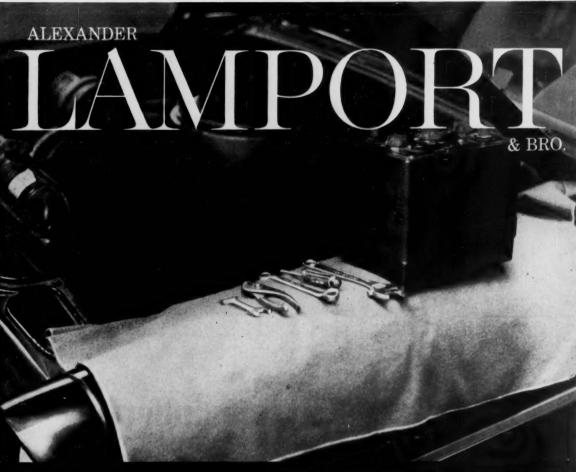


Strong, tough DYNEL fender covers are almost impervious to this rugged service. They reduce the need for patching to a minimum; they reduce inventories, cut replacement costs. Specify DYNEL today. You'll find they save real money. Write us for list of suppliers.

DYNEL · a



textile fiber · 30 East 42nd Street, New York 17, N. Y.







FOR COMPLETE CHEMICAL RESISTANCE

EXCELLENT FLAME RESISTANCE



The long life of 100% DYNEL fender covers means you need less inventory, save on patching and replacements.

A recent survey showed that DYNEL covers, at 2½ to 3 times the cost of cotton, can be expected to last 8 to 10 times as long as cotton that was patched to keep it in service as long as possible.

DYNEL is now available in Tan or Burnt Orange as yard goods or finished covers -either plain or printed. Send the coupon now to our office nearest you.

ALEXANDER	LAMPORT	&	BRO.

New York 13, N. Y. Chicago 6, Ill. 55 Leonard Street 216 W. Jackson Blvd

Chicago 6, Ill. Cleveland 13, Ohio 216 W. Jackson Blvd. 1401-3-5 W. 6th St.

Detroit 26, Mich. 204 W. Jefferson Ave.

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Please send samples and prices on:

check one
Plain
Printed
36" x 60" covers

Tan Orange

check one

Name

Street Address_

36" x 66" covers
Yard goods, 36" wide

City____

Zone__

State



Group thinking demonstrates that two heads are better than one when it comes to solving mutual problems

The ABC's of Imagineering

Idea-producing method anyone can use by just following a few simple rules

By HENRY MOZDZER

THERE'S NO SHORTAGE of critics these days. Everyone regardless of station or experience feels eminently qualified to pass judgment on everything and anything from atom bombs and management policies to TV programs and zoology. This type of thinking comes easily and is known as *critical* thinking.

Another more difficult type of thinking is that known as *creative* thinking. It concerns itself with the development of ideas. Not everyone is equally matched in this ability. Some people are far more productive than others when it comes to thinking up ideas.

How it developed

Almost 20 years ago, the New York advertising agency of Batten, Barton, Durstine & Osborn began experimenting with the technique of creative thinking on a group basis. They called it "brainstorming" but it has since become known variously as "creative ideation," "idearama" and "imagineering." But the name is not as important as the principles involved.

These principles are: One solves problems by asking himself a lot of questions. And two heads (or more) are better than one in arriving at practical answers.

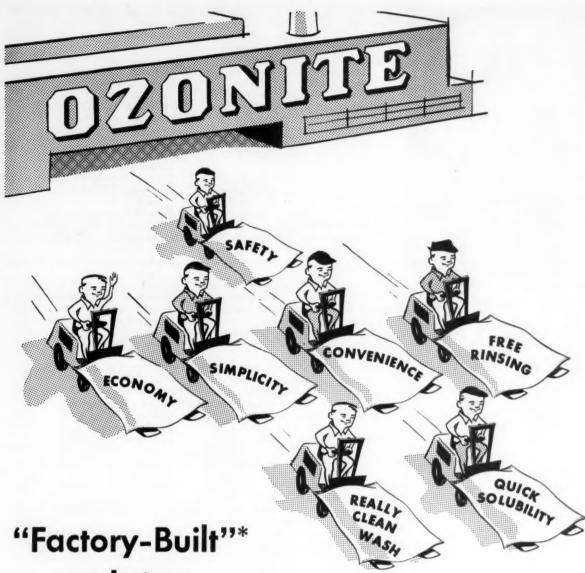
Group brainstorming sessions are more productive because the power of association is a two-way current. When one person spouts an idea, he automatically spurs his own imagination toward another idea. At the same time, his ideas stimulate the associative power of all the others in the group. It has been demonstrated these associations are more than 65 percent greater in group sessions than when working alone,

Where to begin

There's nothing complicated about holding one of these idea-producing sessions. The rules are few and simple. And the technique may be applied to any business or activity. You can brainstorm any subject but it is important that the problem considered should be specific rather than general. If the subject is too broad you risk getting much unprofitable general thinking. For example, the subject of "How to increase over-the-counter sales" will prove more fruitful than "How can we get more business?"

The only other ground rules are:

- No criticism is allowed. All judgments as to the value of an idea should be withheld; they stifle the free flow of ideas.
- 2. Let yourself go. The wilder the idea the better; it can always be



"Factory-Built"
to bring
you these
advantages!



You're on the right track to bigger profits—when you use Ozonite in your washroom!

That's because scientifically balanced Ozonite is a complete soap—ready for immediate use just as it comes from the factory! What's more, Ozonite is a product of uniform quality... gives top-notch dirt removal, excellent whiteness maintenance and safety to fabrics, load after load!

And even in inexperienced hands, Ozonite always gives you quality control because the suds level tells your washman when he has added just the right amount. When he sees the proper suds level, he'll know that the washing mixture is neither too heavy nor too light on soap or builder!

Start using Ozonite in your washers today . . . and see for yourself how much more economical—and easier—washing can be!

*the complete, ready-to-use soap

Orocter & Gamble P.O. Box 599, Cincinnati 1, Ohio



Thought leader Jack Shiffert, DSIA, in one session rounds up more than 100 ideas on how to improve laundry sales

tamed down. We don't have many

3. Quantity counts. The more irons in the fire, the greater the chances for success

4. Combine and improve on suggested ideas. This form of mental "hitch-hiking" is to be encouraged. It can prove stimulating and profita-

The materials needed for such imagineering sessions are pads and pencils or a blackboard and stop watch.

How it works

We recently had the opportunity of witnessing a brainstorming session at the Pennsylvania Laundryowners Association convention where it was demonstrated by John Shiffert, general manager of the Diaper Service Institute of America.

After outlining the rules, Mr. Shiffert set the atmosphere for what was to come by asking the members to consider the blackboard eraser he held in his hand. He pointed out that blackboard erasers haven't changed much over the years. They are still difficult to hold and a nuisance to clean. The chalk dust comes off on clothes and hands. And finger nails still scratch the blackboard surface with a teethgritting screech.

He asked the members to recommend changes and ideas which would overcome some of these obvious faults. As they were called off, he wrote them on the blackboard:

"Design a bigger, better handle." "Fit the eraser with a shield to prevent nail scratching."

"Substitute a sponge for the felt pad.

"Have a pad of specially treated paper which absorbs chalk; then clean eraser by tearing off bottom sheet."

"Put a pencil type eraser on one end of the chalk."

"Have windshield wiper arrangements to clean board at touch of button.

No attempt was made to evaluate the merits of these suggestions but the possibilities for improvement became very apparent.

Once the climate was set, the audience was divided into groups of eight to ten people to a table. (Any number can participate.) Each group elected a secretary who kept track of the suggestions made at his table, And later, each secretary made a report of the group's session to the assembly at large.

To make doubly certain that everyone understood the exact procedure, everyone brainstormed the same question at the same time. A ten-minute time limit was set to keep ideas moving. And each secretary made his report.

The next time round, each group was permitted to select any one of a number of previously prepared questions pertinent to the laundry industry.

Here are some of the questions and answers which were brainstormed during this one few-hour session. Other problems and solutions will suggest themselves as the reader goes down the list.

How can we sell more shirts?

Let salesman carry sample shirt Offer customer free trial Do more advertising Offer scented shirts Give faster service Activate pick-up stores Have a sliding price scale Guarantee buttons Fold shirts without wrinkling Give free washable necktie Date shirt, number launderings Promote shirt-a-day idea Guarantee number of launderings Rent shirts to customers Work with a local haberdasher Use transparent packaging Promote save-the-housewife theme

How can we increase drycleaning sales?

Use pliofilm bags

Offer one-stop service

Offer sweet-smelling cleaning Offer specialties in off seasons Tag special services Back up salesmen with quality product Deliver when promised Clean a tie with each suit

How can laundry advertising be improved?

Have national institutional campaign Make it more factual Tell them how work is done Offer trade-ins on homewashers Use snob appeal Prove home laundering is expensive Develop a national slogan Have plant tours regularly

How can we reduce office costs?

Mechanize office jobs Pay help on incentive basis Minimize legwork between departments Simplify forms Have pencil sharpeners handy Replace pencils with ball point pens Don't overstaff office Analyze procedures and eliminate duplications

What new distribution methods could be used to increase laundry sales?

Put bundle drops on street corners Accept parcel post orders Tie-in with supermarkets Use trailer stores

Have stores in apartment houses

What new services could we offer to help increase our market?

Shoe repair Rug laundering Offer a contract price Discounts to every-week customers Survey market to determine needs Simplify pricing Use a fashion consultant On-location cleaning Have consumer information service

How can we make salesmen enthusiastic about selling?

Give quality service Have bundle out on time Greater reward on increased busi-Make fair quotas and stick to them Keep collections at a minimum Increase charge accounts Make facilities of truck comfortable Management should be enthusiastic Let salesmen brainstorm Promote more contests

How can absenteeism in employees be eliminated?

Provide baby sitters Bonus for full week's work Penalty for absenteeism Develop pride of work and job Compute average attendance and have fill-ins

And the XYZ's

Of course, ideas don't mean much unless you do something with them. Continued on page 48

open-end WASHER

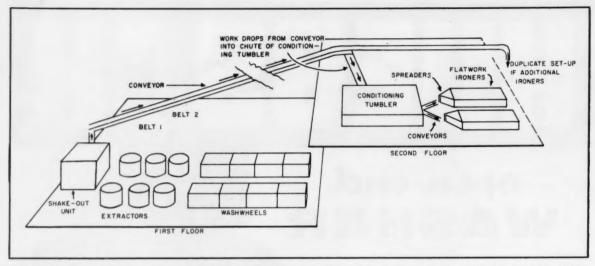
the **ONE** washer for **EVERY** load

Here's a really versatile washer! Big enough for 50 pound loads ... yet just as efficient when it comes to as little as 5 pounds! But that's only part of the story. The Huebsch Washer, with its big 37-inch drop and its reversing action, does a really outstanding laundering job, too ... even on very soiled wash. It will pay to find out more about the Huebsch Washer. You'll be amazed at its ease of operation, simple maintenance... and the low price. Ask your nearby Huebsch jobber . . . or write directly to

CHOICE

Huebsch Washers are available in your choice of three types of controls: automatic, semiautomatic or manual. Choose the model best CONTROLS suited for your needs!

3775 NORTH HOLTON STREET MILWAUKEE 1, WISCONSIN



Problem of getting work from washroom to second-floor finishing room is solved here by installing conveyor system between floors. Change eliminates need for elevator, use of space-consuming trucks and manpower required to move them

The Case of Not Enough Room

Here are some suggestions on how to make more productive use of plant floor space

By HARRY COHEN

Laundry Management Consultant

MANY A PLANTOWNER would like to expand his business, but thinks he cannot do it because he believes he simply does not have the available floor space that the change would require. Perhaps he would like to add a rug cleaning department. Or an industrial supply division, Or maybe he would like to put in additional machines to take care of increased volume of his regular types of business—which he could go out and get, if he were sure he had the space to take care of it.

However, his plant seems too cramped as it is, with barely enough room for present operations.

Of course, he knows he might build an extension, or add a floor on top of the present building. But both of these alternatives are costly, and he hesitates to invest before he knows a new venture will pay off. Faced with this dilemma, there are a number of paths the plantowner may follow.

Study present equipment

First, observe the present equipment. Is some of it outmoded, semior nonproductive? Get rid of it, or at least move it to a spot where it does not interfere with the busiest employee traffic during the normal routine.

Consider air space

Many plants never use the invaluable air space above the floor—that is, below the ceiling—yet much precious footage can be reclaimed by utilizing it. Here are some ways to do this:

An overhead conveyor can move material from one spot to another. This job may at present be done by some employee laboriously pushing or pulling the work where a conveyor would be quicker, easier and out of the way. A good practice for the plantowner in such a case is to observe if many loaded trucks are standing

about. It may be possible for the material now in these trucks to be stored in overhead bins, with a conveyor arrangement to move them from the bins to spots where needed.

A hanging shelf, made so that it can be raised and lowered by pulleys, can be loaded with washroom supplies and pulled up out of the way until needed.

In one plant there was a hot-water tank that extended upward toward the ceiling. The owner utilized space by building a platform around the tank, halfway between floor and ceiling. On this platform barrels, kegs, bags, etc. would be stored.

Try consolidation

The plantowner must not be inhibited by the thought that because a machine has always stood in a certain spot it is fulfilling its best purpose there. He should be flexible in his ideas and be willing to experi-



Now Ed gets clothes clean first time through

thanks to Dow Sodium Orthosilicate

Ed's been on the wheel for several years. He's a happy-golucky fellow most of the time, but it used to burn him up when the boss would send back clothes Ed didn't get clean. Then we started using Dow Sodium Orthosilicate to build our soap. Never hear Ed complaining now... or the boss, either.

That's because Dow Sodium Orthosilicate extends cleaning power by as much as a third*. It neutralizes soil acidity,

saponifies fats and oils and keeps them in suspension. As a result, all clothes—even grimy work shirts and coveralls—wash clean and rinse easy. And Dow Sodium Orthosilicate costs only about half as much as soap.

Write today for your copy of the new Dow Sodium Orthosilicate booklet. The DOW CHEMICAL COMPANY, Midland, Michigan, Department AL 609M-1.

*In tests on badly soiled fabrics washed at 160°F. Dow Sodium Orthosilicate reduced the amount of detergent used by 45%. YOU CAN DEPEND ON



ment. Here are some ways to secure added footage by consolidation:

- 1. Try moving existing equipment so that proximity to other related machines is most advantageous. For example, move tumblers close to extractors; also, presses may now be spread about too great a space, instead of being arranged in a closer "L" or "U" formation.
- 2. If many tables are present, try getting along with fewer by building a second and third table top over the original, fastened to it. Naturally, all these move when the table is moved. The second and third tops should be smaller than the original, and should appear as shelves.
- Often barrels, kegs, drums, carboys and bags of soap, when delivered, are spread around the floor instead of being piled up, one on top of another.
- 4. In the soiled counting department, often tables are placed in a scattered position, when a more efficient arrangement would be to place them in one line so that all operators face in the same direction. Whenever possible, cut tables to a smaller size.
- 5. It is possible that by substituting two large for three small machines, space may be saved. For example, (a) one 800-pound washwheel can take the place of two 400-pound washwheels; (b) one 12-roll flatwork ironer can be put in place of two 8-roll ironers, if conditions permit; (c) one large tumbler will equal two small tumblers, but will take up less space.

Space outside the plant

Often *outside* space in back or in front of the plant can be used to good advantage to release space *inside*, when the law permits. For example, whenever drivers unload vehicles into receiving trucks, these receiving trucks



should be unloaded and then returned empty to the outside of the plant at once.

Visual aid to planning

Often the plantowner may be reluctant to make a definite move to solve his problem (1) for fear that it might hamper production; or (2) because he can't visualize a different setup. He would like a pictorial view of his rearranged plant, so he orders a blueprint made according to his ideas. However, this does not fully answer his need, because although the lines drawn are logical, still his mind's eye does not pick up the actual picture of the layout.

There are a number of layout kits on the market that will assist plantowners in making their own layouts, A technical background in engineering is not necessary.

With the use of this help, the plant-

owner will be able to see his ideas on paper, to compare with those of other persons in his plant and to judge which plan to use before he has moved any machinery.

Remove separating walls

The removal of separating walls and partitions may not be possible in some plants, but in many it can be done. Often it is possible to eliminate existing walls that now act as a barricade preventing free workflow.

General conclusions:

- 1. Eliminate unprofitable equipment.
- 2. Use air space between floor and ceiling.
- Consolidate machines and tables in efficient formation.
- 4. Try layout plan to help thinking in new venture. □□

LAUNDRY BUSINESS TRENDS

New York

five weeks ended
June 1—4.4% more than last year

M. R. Weiser & Co., New York

New Jersey

five weeks ended

June 1—6.1% more than last year

M. R. Weiser & Co., New York

Southeast

April-1.0% less than last year

J. R. Wilson & Co., Atlanta

New England

May 4-6.5% more than last year

May 11-5.3% more than last year

May 18-2.6% more than last year

May 25-3.6% more than last year

June 1-4.7% more than last year

Carruthers & Co., Boston



COMPARE

	TROY Speedline	Ironer "A"
All Chain Drive	Yes	No
13%" Diameter Rolls	Yes	No
Multiple Disc Clutch on Pressure Device	Yes	No
Roller or Ball Bearings on Padded Rolls, Drive Shaft, Intermediate Shaft	Yes	No
Lubricating of padded roll bearings only once every six months	Yes	No
Magnetic Brake Standard	Yes	No
Direct Actuated Apron Controls	Yes	No

see how this flatwork ironer pays you dividends in Speed

Operating speeds up to 115 feet per minute are the secret of the greater output possible with a Troy Speedline Flatwork Ironer. The Speedline gives you production increases up to 20% because of three principal features: oversize 135/8" rolls, greater chest area, and 125 lbs. steam pressure. In addition, the gearless, all-chain drive is far quieter—runs silently, smoothly, so employees produce more with less fatigue.

Interested in getting more details on how the Speedline can lower your cost per piece? Clip and mail the coupon today!



LAUNDRY MACHINERY

Division of
American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

---- MAIL COUPON TODAY ---

TROY LAUNDRY MACHINERY, Dept. SLJ-757 Division of American Machine and Metals, Inc. East Moline, Illinois

Yes, please send Catalog with full information on the Speedline Flatwork Ironer.

ORGANIZATION

ADDRESS

ONE STATE

NAME AND TITE

For Your Information

Records for Education: Three brother laundryowners, graduates of the University of Pittsburgh, have given a concrete expression of their appreciation to their alma mater. William, Karl and Sidney Stark, Jr., have donated a spoken-record library to the university. The gift includes 150 different records, two high fidelity record players for student use and two portable players. The brothers have also pledged \$10,000 over a four-year period to add to the collection.

In addition to laundries in West Virginia and southern Florida, the Starks own and operate the Penn Overall Supply Co. of Pittsburgh with

their father.

Management Incentives: Survival and growth in small business depend on the quality of the management team. So states Wyman P. Fiske, author of Executive Incentives in Small Business, No. 77 in the series of Management Aids for Small Manufacturers. Mr. Fiske advises that it is not enough to obtain and hold competent managerial personnel, it is also necessary to encourage a high level of performance. Thus the basic needs of the executive should be consideredthose of job satisfaction, current compensation and estate building. Mr. Fiske explores the tools necessary to accomplish these ends. Area life insurance, pension, profit sharing, salary, supplementary compensation, deferred compensation and fringe benefits are discussed.

For a free copy of the booklet write to The Small Business Administration, Washington 25, D. C. or to any of the Administration's field offices.

Your 10 Best Tools: Take care of your 10 best tools, your fingers, advises the National Safety Council in a new eight-page booklet. Cartoon-illustrated, the colorful pamphlet warns workers against hand injuries.

"Working hands are always exposed to danger," the Council notes in its advice on how to protect them. Splinters, careless use of equipment, machinery and solvents are all potential menaces.

Further information and prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill. Salary Yardstick: The "average" business excutive in the middle management category is earning nearly 6 percent more than he earned last year, according to an American Management Association survey of salaries. Middle management compensation usually ranges from \$6,000 to \$15,000 a year in small companies and may go as high as \$30,000 in large companies.

Two-Washer Families: Tide Magazine notes a trend in moving home laundry equipment out of the cellar upstairs closer to bedrooms and other points where soiled items tend to gather. The article suggests that advertisers might stress the convenience of having both an upstairs and downstairs laundry. Household washer sales, incidentally, were 29 percent off in April compared to the same month a year ago, according to the American Home Laundry Manufacturers' Association.

More Credit: Due to expansion of suburban shopping centers, causing increase of cleaning and laundry outlets, one finance house has increased availability of credit for laundry and drycleaning machinery manufacturers. This firm has offered an additional \$2,000,000 to the industry.

Management Aids in Bound Volumes: Consolidation of 11 Management Aids for Small Business into a single permanent volume has been announced by the Small Business Administration. Some of the Aids reproduced in the volume include: "How Good Records Aid Income Tax Reporting," "Wage Incentives in Small Business," "Streamlining Office Systems in Small Business," and "How Marketing Research Helps Small Business."

The volume, Management Aids for Small Business—Annual Number 3, contains Aids issued from July 1954 through June 1955. These are arranged according to subject matter and fall into three categories: business-government relations, internal general management, and external sources of help, advice and guidance.

The Annual may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 45 cents a

Home-Washer Horizons: Among the improvements in laundry equipment design predicted at the American Home Laundry Manufacturers Association's annual meeting were: multiple installations of small combination washer-driers, located at various points in the home where soiled clothes accumulate; (2) laundry equipment that washes, presses, folds and stores clothing; and (3) use of dials to meter and automatically spray detergents into the washer, to measure degree of soiling, and to select the length of the rinse cycle. It was also suggested that detergents might be made more concentrated and possibly in pellet form.

G. I. Trading Stamps: Miami laundry operator Paul J. Gravitz offers his patrons \$1 in U. S. Savings Stamps for every \$20 worth of business received. He also carries one brand of commercial trading stamps for customers who insist on them.

Tips on Retirement: With thousands of Americans retiring each year, the problem of planning adequately for later years has become increasingly acute. To meet this need a booklet entitled "Look Forward to Your Retirement" has been prepared by the United States Chamber of Commerce. The brochure discusses such points as health, diet, fitness, living arrangements, hobbies, finances, part-time work and other necesary considerations. It stresses the enjoyment of friends, taking part in community activities, self-reliance and religion as sources of strength, and avoiding

A joint project of the Chamber's Insurance Committee and the Economic Security Committee, the booklet can be obtained from the Chamber of Commerce of the United States, 1615 H St., N.W., Washington, D. C.

La Traducción Español: To make sure its company newspaper, Laundry and Linen News, receives all the attention it deserves, The Consolidated Laundries Corporation of New York City now carries Spanish translations of all the most important news items for the benefit of its Puerto Rican employees.

Davies Laundry uses VELVA-SOFT®



Mr. Walter E. Roth Vice President and General Manager Davies, Inc.

... To Bring in More Business ... To Make Greater Profits

"I'd buy Velva-Soft at any price," says Mr. Roth.

"Years ago we had trouble with water-stiffness—especially in shirts. Now that's a thing of the past, thanks to Velva-Soft. Our shirts—and everything else we launder—feel 100% softer and look 100% better. And that's not just our opinion. Our customers tell us the same thing.

"At Davies we're always striving to improve our quality. And Velva-Soft is the biggest quality improvement we've ever made.

"I repeat . . . I'd buy Velva-Soft at any price!"



Every day more professional laundries make more money because of Velva-Soft. And it's easy to see why...

Velva-Soft increases business. Housewives turn to professional laundries for the luxurious feel of Velva-Soft treated towels—they're twice as fluffy. Husbands like the way Velva-Soft treats shirts—there's no irritating scratchiness.

Velva-Soft cuts operating costs. You don't need bluing, a brightener or special fabric oils. What's more, Velva-Soft, because of the lubricity imparted to the fibers, makes it easier to pull loads from the wash wheel.

Water extraction time is also reduced 15 to 20%. You

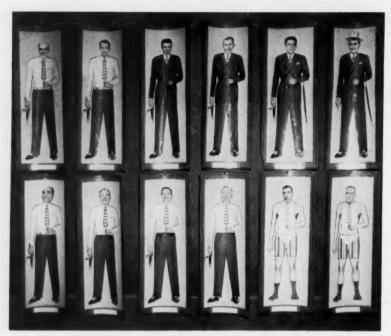
save on electric bills! And shake-out time is faster...easier.

Static electricity is almost eliminated when you use Velva-Soft. Shirts and uniforms won't stick to the presses—even those beginning to wear around the collars. And Velva-Soft slashes tumble drying time by 15%. You finish faster with no increase in the number of dryers.

And to top it off! Velva-Soft has tried and proved advertising and merchandising programs ready to go to work for you.

If you're missing out on the *benefits* and *profits* of Velva-Soft, don't wait another day. Send for your trial order right now.

MAIL THIS COUPON TODAY!



Theme of personalized route sales contest is "Fur heaven's sake will you get dressed." Men know at glance who is best salesman by completeness of attire

Dress Right for Sales

Brunswick Laundry's "Nudist Contest" spurs its salesmen to get more storage business

By RICHARD VINOCUR

ONE PICTURE of a half-clothed route salesman is worth hours of time spent in sales meetings and results in an increased storage volume of some 14 percent to the management of Brunswick Laundry, Jersey City, New Jersey.

This twist of burlesque is actually milder than it sounds, but it gets results for the plant. It all takes shape in the form of a contest among the plant's 68 route salesmen. Each man is photographed and the picture of the man's face is pasted on a drawing of a mannequin, clothed only in briefs.

The object of the contest is for each salesman to clothe his likeness by meeting certain sales quotas. Each member of the sales force is given a quota of cloth and fur coats to be taken in for storage. The quota is divided by 20, which is the total num-

ber of articles of clothing needed to dress the mannequin from head to toe. The number arrived at consists of one unit. Each time a man brings in one unit another piece of clothing is added to his mannequin. As a case in point, let's take a route salesman who has a quota of 600 coats, Dividing by 20, this man's unit consists of 30 pieces.

The clothing is not put on in proper order. The tie will go on before the shirt, the shirt before the pants and the hat before the shirt. The finished mannequin will have everything from a boutonniere to an umbrella.

But the punch of the contest is in the prizes and the end results. The contest runs from April 15 to July 15. At the close a sales banquet is held, and here the fun begins. Each route salesman must come as his mannequin is dressed. A man who has sold only three units must arrive dressed in his underwear and a tie, but the man who has sold his complete quota need not worry and can come in full garb.

The men who have fully clothed their mannequin eat a filet mignon dinner, those half clothed eat roast beef and the five low route salesmen must serve the rest of the sales force before they can sit back and munch on their wieners and beans.

Supervisors are included in the contest and are given a quota comparable to that of their section of the sales force. The pictures of the complete force are displayed in the "blue room" (route salesmen's room) and there is much side betting as to who will get a piece of apparel on his mannequin first.

Over \$800 is given away in prizes at the end of the contest. First prize in all categories is \$50, second and third prizes are \$20 and \$10. Awards are given for the most coats in all categories over the quota, the most fur coats for cleaning; the most fur trimmed coats for cleaning; and most coats for repair. Total dollar sales is another category.

Supplements boost earnings

Since the contest is run over a three-month period, sales manager Tom Rodgers uses spur prizes to keep excitement and interest in the contest always at a high pitch. The first three men to get five articles of clothing on their mannequins receive \$3, the first three men to get ten articles receive \$4 and the first three men to get fifteen articles of apparel earn \$5. The first five men to fully clothe their mannequin earn \$10, \$8, \$6, \$5 and \$5 respectively. All men who fully dress their mannequins pick up an additional five dollar bill.

Thus it is possible for a top money winner to earn as much as \$300.

The natural slogan for the contest is, "Fur heavens sake, will you get dressed?" The contest has been used once before and with such success that Brunswick tried it again this year.

The 68 route salesmen who take part in the contest drew over 40,000 storage items last year. The average route salesman brings in about 600 coats and the top salesman picks up close to 1,000.

Mr. Rodgers estimates that about 90 percent of the route salesmen reach their quotas and the plant can expect about a 12 percent increase of the storage volume over the previous year.

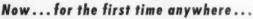
Thus Brunswick has created a combination of prizes, surprises and natural competition that results in an increased storage volume, as well as regular laundry and cleaning.

Mow completely automatic shirt folding



All of these merchandising aids are available to you for "Sleeping Collar" customer promotion. Sales Kit includes counter cards, window streamers, bundle stuffers, ad mat.





Prosperity offers you this new, completely automatic Shirt Folding Machine . . . with the sensational extra feature of the "Sleeping Collar" Shaper.

No hand folding required. Even folds the tail of the shirt. Shirts are easier-to-package, easier-to-stack. "Sleeping Collar" method cuts shirt-storage requirements one-third.

Simpler . . . easier . . . faster! No collar supports . . . no boards, no bands required. Just slip an attractive plastic envelope over the finished shirt. Offer your retail customers the smarter-looking, easier-fitting "Sleeping Collar" shirt that everybody wants.

This Folding Machine also available for use with board, band and collar supports.

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THE PROSPERITY CO.
125 Marcellus Street
Syracuse, N. Y.

21P

Yes, send me complete information about the new, completely automatic Prosperity Shirt Folding Machine with the sensational "Sleeping Collar" Shaper.

łame____

Compan

Street

City____

Degr.

Zone_State

ENJOY THE COMFORT and CONVENIENCE

SHIRT WITH A SLEEPI



Cog railroad carries LCATA party 31/2 miles to highest point in New England as sidelight of convention at Bretton Woods, New Hampshire

LCATA Reaches New Heights

A TRIP to the top of Mt. Washington (elevation 6,293 feet) was one of the high points of the twenty-eighth annual convention of the Laundry and Cleaners Allied Trades Association which took place June 6 through 9 at the Mount Washington Hotel in Bretton Woods, New Hampshire.

Final registration figures showed 222 members in attendance, Guests swelled the total attendance figure into the 370's, making this one of the best attended LCATA conventions in

the entire history of the association.

Guests included President and Mrs. Frank Prather of the NID, Vice-President and Mrs. Frederick Bowers of the NID, President and Mrs. G. L. (Mike) Dodge of the AIL, President Lawrence Kline of the LSAA, President and Mrs. Edwin Cullen of the NAILM, Albert Johnson and George Fulton, general managers of the AIL and NID, respectively, and Betty and Allen Prather.

Louis P. Butenschoen is the newly

elected president of the LCATA. Wayne Wilson was elected secretary of the association, and Nils S. Dahl was re-elected treasurer.

"Keep and Use to Good Advantage Your LCATA Profits" was the theme of this year's convention. In addressing the membership, President Morris Landau referred to Federal reports that total profits of all business men are being pinched, in spite of the fact that sales were at peak volume in 1956. He pointed out the importance



President-elect: Louis P. Butenschoen was elected president of the Laundry and Cleaners Allied Trades Association at the New Hampshire convention



Directors' luncheon was attended by, left to right, standing: F. H. Ross, Jr., J. R. Conley, Edward W. Wilson, Wayne Wilson, E. J. Heidersbach. Seated, clockwise: Arthur Beringer, Mark M. Baddeley, William D. Ellis, Arthur D. Fry, Nicholas L. Strike, Morris Landau, Rodger R. Jackson, Oliver H. Castle, Alexander Guss and John K. Clement



Officials of national customer associations attending the LCATA convention, left to right: Frank A. Prather, George Fulton and F. E. Bowers, all of the National Institute of Drycleaning; Lawrence Kline, Linen Supply Association of America; W. B. Appleby, LCATA; Albert Johnson, American Institute of Laundering; Howard Lewis, guest speaker, and G. Louis Dodga, AlL

of keeping one's house in order so that no profits will be given away unwisely.

In relating how LCATA activities and leadership have contributed to more profits for members and their customers to use to good advantage, Mr. Landau cited the following:

1. One national exhibit each year, which means lower selling costs with resultant savings to customers.

A new state and sectional exhibit policy, which has been well received by members and state and sectional customer associations.

3. A new approach to LCATA's constant goal of bringing the association closer to the individual member, in the form of area membership meetings.

4. An opportunity to increase fellowship and goodwill among allied tradesmen at annual LCATA conventions

5. Uniform recommended house policies, which offer sound and practical guides to better business operation for the benefit of allied tradesmen and plantowners alike.

One of the most important events of the three-day affair was a meeting of the entire distributor membership. Amold Doescher of the accounting firm of Ernst & Ernst reviewed in detail the results of the 1956 Supply Distributors Cost Survey. He also projected plans for an expanded survey in the future, and outlined how its value will be increased with the continued cooperation of the membership.

James K. Watkins reviewed progress of the advertising, promotion and industry relations program for distributors now being prepared by a special distributors' committee.

J. R. Conley presented proposed changes in the declaration, "Functions of the Full Line Distributor of Laundry and Drycleaning Supplies," which were adopted by the distributor membership. The importance of zealously guarding profits was also underlined by guest speaker Howard Lewis, Boston sales consultant, who illustrated sound selling techniques and good business management in maintaining adequate profit levels in his talk "Who's Selling Who?"

Election results

In addition to the slate of officers, several other important LCATA posts were filled at the annual convention. Wayne Wilson and Morris Landau were reelected to the board of directors, Newly elected directors are Arthur Beringer, J. R. Conley, E. J.

Heidersbach and Edward Kahn. H. R. Norgren was appointed by the board to fill the unexpired term of Joseph Friedman, Chairman and members of the three major LCATA committees are: machinery manufacturers: Oliver H. Castle, chairman; Wayne Wilson; Willis A. Pellerin, and Leonard S. Smith III; supply manufacturers: John G. Schwarzmann, chairman; E. J. Heidersbach; Edward Kahn, and T. J. Wrocklage; distributors: Mark M. Baddeley, chairman; Arthur Beringer; J. R. Conley, and J. E. Ryan.

Next year's annual LCATA convention will be held May 14 through 18 at the Sun Valley Lodge in Sun Valley, Idaho. □□





Business meetings featured reports on current and future LCATA plans to help solve problems and promote the industry's best interests



Buckeyes elect: New officers of Ohio Laundryowners Association include, left to right: Carl Forth, Model Troy Pearl Laundry, Dayton, treasurer; Jack Salzer, West End Wet Wash Co., Cleveland, vice-president; W. A. Leece, executive secretary. Not present: Ken Faig, Walnut Hills Laundry Co., Cincinnati, who was elected president

Ohio Features Round-Table Discussion

APPROXIMATELY 150 plantowners and representatives of allied trades were in attendance at the annual convention of the Ohio Laundryowners Association held at the Van Cleve Hotel, Dayton, April 25-26.

Formal opening of the convention took place on Thursday afternoon after a tour of plants throughout the city. A round table discussion among members of the association helped to stimulate the exchange of views with analysis of each subject under discussion. Groups of eight were seated at individual tables, and each table was captained by an association member.

Chairman of the afternoon session, Ken Faig, Cincinnati, acted as moderator and summarized each group's findings. Topics under discussion included how to hire and train route salesmen and supervisors, how service affects laundry volume, what are the best advertising media, packaging problems, pricing policies and complaints.

Speakers included: R. W. Murphy, National Cash Register Company, Dayton, who showed examples of mechanized accounting machines adaptable for use by the laundry industry, and Robert Young, manager of sales and advertising, AIL, who analyzed the use of small space newspaper advertising. Mr. Young told plantowners that education through repetition can be a simple way to get the most out of an advertising budget.

An allied trades panel made up of C. E. Lloyd, sales manager, Procter & Gamble Distributing Co.; William Vollmer, American Laundry Machinery Co.; Fred Troxell, sales manager, Wyandotte Chemicals Corp., and Pat Campbell, sales director, Tingue, Brown & Co., outlined the steps to use in the hiring and training of personnel for more efficient production.

At the luncheon meeting on Friday, plantowner James S. Houillion, Washette, Inc., Cincinnati, explained some of the ideas that have contributed to the rapid growth of his busi-

After dinner speaker at the annual banquet was Victor D. Oakley, director of education, Sta-Nu Corporation. Mr. Oakley talked on the role of public relations in business and said that the key to success in understanding employees, customers and prospects is to understand ourselves.

-Harry Yeates



New officers of Pacific Northwest Launderers and Dry Cleaners Association include, left to right: Ed Hudson, Tacoma, sergeant-at-arms; Samuel Swetman, Victoria, B. C., president; Harold Tomlinson, Seattle, immediate past president, and William Short, Seattle, secretary. Not in photo: Frank Davis, Spokane, vice-president; Howard Keeler, Seattle, treasurer

Automation at Northwest

GREAT INTEREST was evidenced in the prospects for automation by the 209 delegates who turned out for the thirty-second annual convention of the Pacific Northwest Launderers & Dry Cleaners Association. It was held at the Olympic Hotel, Seattle, Washington, May 9 through 11. Leo White, Port Angeles, conducted the showing of the film "This is Automation." He was followed by Ray Calou, Oakland, California, who discussed the future potential of the textile maintenance industries.

The program was opened with an address of welcome by the Honorable

Gordon S. Clinton, mayor of Seattle, who was introduced by Sam Swetman, vice-president of the association. Other guests included William H. Weaver, district director of the American Institute of Laundering, and G. Louis "Mike" Dodge, AIL president.

The speakers for the three-day program included Howard Smith, assistant sales manager, Sanitone Division, Emery Industries, who gave a provocative talk on how profits pay off in people,

Paul Jacobsen, sales manager, Wallerstein Co., gave his interesting talk on "Stzings: What, How, When, and Why."

Elliott Marple, publisher of Marple's Northwest Business Roundup, also addressed the delegates.

The social activities program consisted of a golf tournament, cocktail parties, sightseeing excursions, and was concluded with the President's Reception. New officers were elected during the business meeting.

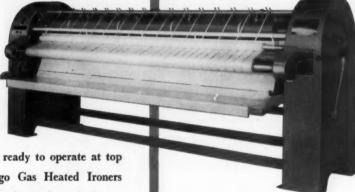
Fast WARM-UP



ready to iron in only 10 minutes

One of the big advantages of Chicago Gas Heated Flatwork Ironers is the fast warm up time. It requires only 10 minutes or less from the time the gas is turned on until the cylinder has reached the normal

operating temperature and the ironer is ready to operate at top production. This feature makes Chicago Gas Heated Ironers ideal for store laundries and quick service plants where the ironer is operated intermittently. High capacity burners guarantee fast warm up. Thermostatic heat control assures correct ironing temperature. Clean economical heat is instantly available at all times. No high pressure boiler is needed. Available in various sizes to handle up to 2500 pounds per day.



Contact your jobber or write for information today.



CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD

CHICAGO 39, ILLINOIS

FLATWORK IRONERS

WASHERS

EXTRACTORS

DRYERS

ABC's OF IMAGINEERING

Continued from page 34

Where brainstorming sessions are held at regular intervals, group effort can be made much more valuable by devoting part of each session to a search for new ideas, and the rest of the time in evaluating the ideas collected at a previous session.

One nonlaundry firm used the ideas collected at such meetings to compile a pertinent and helpful manual for its salesmen. This was easy, because the problems raised provided a framework for the manual; method analysis yielded the meat, and group discussions and evaluations provided the necessary screening of ideas to be included.

Instead of asking its salesmen to think up "creative ideas," the men were first asked to split up the whole problem of how to sell for their company into its main difficulties, obstacles, troubles or problems. (There's usually no lack of these.) In this way, the company opened up the problem as a whole to get ideas for each part, instead of running the risk of getting

unprofitable and general thinking. Then, knowing what the specific problems were, they were able to brainstorm each at later sessions. The fruit of these labors was a sales training manual tailored to fit the specific problems of this particular company.

The reader can appreciate the value of imagineering in helping his own sales personnel. It enlists the sales staff as active agents in solving their own problems and gets across the idea that better selling is their problem, too, and not just the burden of the sales supervisor or plant operator.



Special Soaps for Automatic Washers

Interested in increasing your business with fast, automatic 25 and 50-pound open-end washers? Here are four Lever soaps which will give you a white, bright wash in this type of operation:

LEVER FORMULA 880 — designed for delicate fabrics in lukewarm water. A built synthetic — spray-dried and granular — for difficult water conditions. Optical whitening agent is stable to bleach.

LEVER FORMULA 770 - simplifies high temperature washing of sturdier

fabrics. Soap, alkalies and whitener, scientifically balanced, are spraydried to small, homogeneous beads which flow freely.

LEVER SPUNN DIAMOND 88% AND 92% — pure, concentrated soaps for building your own high-temperature wash formulas.

LEVER NEPTUNE CONTROLLED – gives low sudsing in hard or soft water. Highly desirable for automatic washers, where excessive foam will slow down machine action.

WRITE FOR SAMPLES OF THESE

LEVER SOAPS

Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.
Other Industrial Service Offices: Chicago • Atlanta • Los Angeles



Memorable milestone: Mike Dodge, left, passes the presidential gavel to Vic Dalgoutte for one-year term

AIL Chooses New President

VICTOR D, DALGOUTTE, president of Briarcliff Laundry, Briarcliff Manor, New York, has been elected president of the American Institute of Laundering to serve until June 1958. The election was held at AIL headquarters in Joliet during the annual meeting in June of the Institute's board of directors.

Serving his sixth year on the board, Mr. Dalgoutte has been in the laundry business for nearly 25 years. He is a member of both the Westchester County (New York) Laundry Board of Trade, serving as its president in 1940, and the New York State Laundryowners Association. He was president of the latter organization for three years, in 1946, '47 and '48.

AIL's new president is active in the Ossining Rotary Club and the Hendrick Hudson Council, Boy Scouts of America. He has been president of both organizations. He is a former member of the New York State Minimum Wage Board.

As director of District #9, Mr. Dalgoutte represents the state of New York. He succeeds G. Louis "Mike" Dodge, Fresno, California, as the Institute's top official.

it's new!

WASHEX for laundry

now available in

40 x 60 cylinder size ... 220-250 lbs. dry weight

44 x 72 cylinder size... 330-370 lbs. dry weight

with stainless steel, pullman type cylinder, automatic control of water temperatures, water levels, inlet and dump valves and entire cycle.

automatic!

TOT Laundry!

Yes, the famous combination Washer-Extractor that set the trend in the dry cleaning industry now brings to the laundry operator these advantages:

1. Labor Savings -

No double handling of work load. Highest P/OH*

2. Floor Space Savings -

Only one machine instead of separate washers and extractors. More production per square foot.

3. Water and Time Savings -

One rinse with a short intermediate extraction after last sud cycle (or bleach) is equivalent to 3 rinses in a conventional washer.

4. Automation -

Avoid the element of human error, and obtain uniformity in quality.

*Pound per Operator Hour

It pays you to find out more about the new laundry WASHEX. No obligation, of course, just tear out this ad, attach to your letter head and mail to —

WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn, New York

7-155



Summer stock: Laundrymen can spend their time profitably looking at problems and ideas in a cool, objective manner when things are slow at the plant

Things To Do When Doldrums Come

The hot weather season need not disrupt a plant operator's productive activity

SCHOOL'S OUT and this is the vacation season when many of the plant's customers take leave for a much deserved rest. But it's business as usual for the people involved in service industries—holiday, heat wave or no.

Drycleaning sales can be expected

Drycleaning sales can be expected to vary as much as 50 percent between peak and low seasons. Laundry is steadier with only about a 12 percent difference noted in shirt volume.

If you are not following your customer to seashore and mountain resorts there are other things that can be done to spend the time profitably. Here are just a few suggestions:

Check your gas rates. At least one East Coast linen supply plant converts its tumblers to gas operation during the summer months because it finds that gas rates are cheaper when household demands normally taper off. How about fixing up the place? If you haven't remodernized the plant and call office within the past 10 years, you are long past due. Freshness has a way of wearing off. Most architects agree that if you want to keep up to date you should make some radical changes in plant appearance at least once every five years.

Good time for a party. There's no reason why you can't celebrate the plant's anniversary during this season of the year. It will give you the chance to talk about something when everybody else is just sort of sitting back. And chances are the local newspapers will love you for it because it gives them the chance to write about something during slow months.

Catch up on your reading. If you've been too busy to give the trade papers

more than a casual glance, go back through some of the past issues. Chances are you'll find some answers to problems that are current in your plant. STARCHROOM publishes an index of articles for the year in its January issues.

Test your pet ideas. Somewhere along the line you may have wondered "Now, why doesn't this happen if we do it like that?" Now is the time to try out some of these thoughts. At the last linen supply show, for example, it was suggested that the inclusion of cooked starch in the break bath seemed to help prevent redeposition in heavy-soil loads.

Improve your public relations: A plantowner in Hamilton, Ohio, kept track of his customers during the summer months by inviting them to drop postcards from their favorite vacation spots. The cards received were tacked up in the plant call office for all to see and compare. On their return customers were entitled to have a couple of half-piece items cleaned free of charge by pointing out their card. The idea is a natural conversation builder and one that creates goodwill.

Check your credit policies. It has been demonstrated that carefully controlled charge accounts bring in more revenue than cash accounts. At the same time, they save much of the route salesman's time which is otherwise spent in waiting for customers to dig up the right change. One plant that wasn't satisfied with the size of its credit accounts put a service charge on all orders under \$10 a month. The charge was \$1 a month and the company refunded 10 cents for every dollar actually spent. Thus, a customer who spent only \$3 paid 70 cents extra to cover handling. One that spent \$5 was charged 50 cents. The ones that met the \$10 quota, of course, paid nothing. The results were gratifying.

Will you be ready for the fall? If you don't make it a point to plan your promotions a year in advance, this is an excellent time to get organized with a program that can be put into effect in the fall. The major holidays of the year, like Thanksgiving, Christmas and New Year's, are just around the corner. Have you ordered your calendars for next year?

Take a vacation. The man who boasts that he hasn't taken a day off in the last five years is simply admitting that he's a bad manager. If the entire success of the operation depends on you and you alone, better have a good insurance policy.

for a work horse job on the toughest soil ...

SWIFT'S FLEXO is a modern soap

Swift's Flexo combines a thorough wash job with the expediency and efficiency of a soap you can use throughout the wash. It's a modern soap that will give a proper pH from start to finish to produce a sparkling load of bright whites . . . or do a real work horse job on the toughest soils.

You can use Flexo in combination with Swift's SOLAR liquid detergent for special washing formulas. Together they improve the "break" or quick wetting, high detergent action that will make dirty coveralls, even greasy wipers, respond to this thorough washing action.

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

WHITE RIBBON (Chips or Powder) are neutral scaps, for those who prefer to build their own formulas, made from the finest tallow and are particularly recommended for use in higher temperature washing. SWIFT'S COLD WATER POWDER. Excellent for soil removal from light colors, fugitive colors, rayons, and woolens or other low temperature washing. Provides good whiteness retention for background of imprinted fabrics.



To Sorve Your Industry Better

SWIFT & COMPANY, Soap Dept.,

4115 Packers Ave., Chicago 9, Ill.



Sling liner facilitates loading extracted work into tumblers. (1) Shows lined truck about to receive extracted load. (2) Grommets are hooked to pipe at mouth of tumbler. (3) An electric hoist raises one end of sling to bring work into loading position

Work-Saving Ideas for Linen Suppliers

Union Linen mechanizes tedious chores to reduce time and effort in production

By HARRY YEATES

RECOGNIZING the limitations of manual labor in routine operations, the management of Union Linen Supply Company, Chicago, Illinois, set out to mechanize such activities wherever possible. Here are just two examples:

In tumbling

Until six months ago all extracted loads were lifted by hand from the portable trucks into the tumblers. It took two men at least 5 to 6 minutes to dump each load into the tumbler. An average load weighs approximately 250 pounds. Thanks to the development of a fabric sling the load is now raised out of the cart and dumped into the drying machines in a matter of seconds.

A vinyl-coated nylon fabric was cut to fit the over-all dimensions of each cart. Plant superintendent Arnold Johnson purchased the material in large bolts. It cost \$3.50 per yard and weighs 18 ounces. The fabric liners are used in the portable trucks for each load of towels, wipers and coveralls that requires tumbling after extraction.

The liner measures 54 inches in

width and is approximately 10 feet long. An awning maker fixed six metal grommets at 10-inch intervals along one end of the fabric. And the opposite end was hemmed and stitched with heavy thread. A %-inch hemp rope strengthens the hemline so that the loaded sling can be lifted in without tearing. Cost of supplies including cutting and reinforcing came to approximately \$16 per liner.

A liner is placed on the bottom of

the cart before a load is dumped from the extractor. One extractor basket occupies about half the capacity of the cart. Another liner is placed on top of this load and the second half of the extractor is then dumped into it. The load is transported to the tumblers in a room adjoining the extractors.

A 6-foot piece of 1½-inch metal pipe was bolted on the front of the Continued on page 56

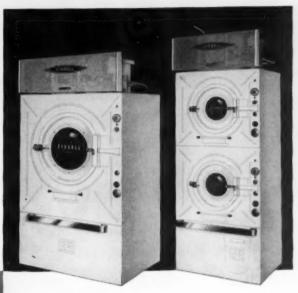


Drop-bottom bags and automatic counting devices minimize handling and tabulating operations in this Chicago linen supply plant

Big Husky Beauties

Cissell Tumblers have the features you want and need for Fast, Efficient, Economical Drying

CISSELL LAUNDRY TUMBLERS—Gas-Fired or Steam-Heated Dry Weight Capacities—Single Basket: 36" x 18"—20 lbs.; 36" x 30"—40 lbs.; 42" x 42"—100 lbs. Double Basket "Twin"—each basket; 15 lbs.



NO-SAG BASKET OUTER WALL

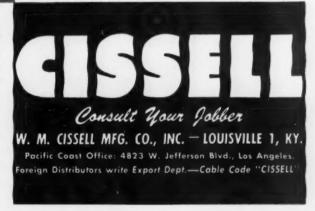
... Sturdy Double Walls

... provide extra strength ... reduce heat losses ... confine heat to basket. Outer walls are flat ... easy to clean ... never too hot to touch. No-Sag Basket eliminates need for auxiliary supports. Perforations in basket shell are extruded to provide a smooth surface.

ALSO AVAILABLE: Cissell Steam-Heated Drycleaning Tumblers. Single Basket: 36" x 18", 36" x 30", 42" x 42".

Fully automatic time and temperature controls available for Gas-Fired Tumblers

Large volume of air for fast drying . . . each basket in "Twin" tumbler has its individual basket motor, heating unit, and controls; one fan motor on "Twin". Single basket tumblers have separate fan and basket motors . . . Cissell-built Gear Reducer for quiet, long-life operation . . . full-width lint drawer on single basket tumblers; large slide drawer on "Twin" . . . simple maintenance — all parts easily accessible . . . available with or without coin meters.



Coming in October

LAUNDER-MATION

STARCHROOM LAUNDRY JOURNAL'S

1957 GUIDEBOOK ISSUE

BIGGER PROFITS through GREATER EFFICIENCY will be the theme of the JOURNAL's big 1957 GUIDEBOOK, coming to subscribers in October.

They've asked for it, as they ask for the themes of all our GUIDEBOOKS, and plans for it have been on the drafting boards for months.

Now, for the first time in the industry, with "LAUNDERMATION," laundrymen will have a complete manual for spotlighting inefficiency and for doing something about it.

High-and-mighty terminology? Not at all. In the JOURNAL's customary style—easy to read, easy to follow, easy to apply, and with lots of working photographs and drawings—"LAUNDERMATION" will show you where and how to

- handle more volume with your present labor force
- make maximum use of your current equipment—and from modern, improved, automatic equipment you'll add
- depend more on machinery and less on trained employees
- streamline your operation for economy and efficiency

- eliminate unnecessary steps and combine
- change and improve their sequence
- simplify your processing
- cut to the bone such time-wasters as walking, choosing, reaching, lifting, holding
- shrink costs to the minimum
- do more business and make more money!

Today's equipment—the equipment that makes "LAUNDERMATION" possible—will get a generous share of treatment in the issue too.

In effect, the JOURNAL's 1957 GUIDEBOOK becomes an "efficiency-expert" in your plant—working as many hours a day and for as long as you need him—to help you do a bigger, better laundry business—and more profitably!

Plus

THE 1957 GUIDEBOOK OF THE LAUNDRY INDUSTRY WILL BRING YOU

YOUR OPERATING GUIDE . . .

page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production—a ready source of up-to-the-minute reference material for day-in, day-out use.

Plus

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Standardom LAUNDRY JOURNAL

First in the Laundry Industry Since 1893

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Continued from page 52

tumbler along the base of the circular door. Metal studs were welded on the pipe. As a cart is transported directly to the front of the tumbler door an operator hooks the liner on the metal hooks. The rope at the opposite end is attached to a hoist on the ceiling. The 1/2 hp. portable electric motor and hoist cost \$200 apiece. The motor has a 500-pound capacity and operates on 220 volts, 60 cycles.

The hoist lifts the load out of the cart and dumps it into the tumbler. If the liner is cut properly and spread smoothly in the cart there will be a very small percentage of towels and coveralls dropping out the sides of the sling during the loading operation.

The hoist is placed on the ceiling directly above the tumbler door and ahead of the truck. In this way the hoist automatically pushes the sling and truck forward as the motor goes

The hoist can be placed on a movable trolley to handle two or three tumblers in a plant if there is no ceiling obstruction. However, the ceiling space in this plant does not permit this type of mechanization. One hoist is used for each tumbler.

Hooks could easily be drilled on the outside of each cart as a substitute for the metal piping on the front of the tumbler. The fabric liner can then be attached to these hooks. However, this is not practical in a large plant where portable trucks are used in numerous departments for different jobs. Exposed hooks on the carts might be dangerous to employees who are constantly coming into contact with the trucks throughout the plant.

The size of the fabric liner depends on the type of truck used in the plant and the height of the hoist from the

Since this labor-saving device was installed six months ago one productive employee has been released from duties in the tumbling operation to other tasks around the plant. This leaves one man who is able to handle the entire output of the department by himself.

The device has had a noticeable effect on the morale of the employees. The operator in the tumbling room isn't as tired at the end of a day's work; he doesn't have to work as hard as he did before-but his productive output has gone up about 30 percent since manual loading was abandoned.



Accurate counting of small items such as barber towels and napkins is always a tedious chore in the sorting department. Not so at Union Linen Supply Company.

A small counting table measuring 4 by 7 feet was constructed out of scrap metal, A conveyor and electric eve on each end of the table automatically tabulate and record the exact number of pieces. As the operator places each piece on the conveyor it hits the electric eye. This is recorded on a counting mechanism at the front of the table.

One operator is able to separate several different types of towels and drop them on the conveyor belts with no chance of making a mistake in total counts.

The conveyor belts and controls cost around \$75. Complete installation costs ran around \$350. The unit, designed by the plant engineer, Arnold Johnson, is flexible and can be transported anywhere in the plant. An electrical outlet is the only requirement for setting it up.

Two smaller conveyors and electric eyes are used for napkins. If employees in the sorting department are overloaded with incoming work these units can be moved to another section of the building. People work faster and tabulation is accurately completed on the counting chart.



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Canvas Trucks
and Trucks

TOP Quality FOR OVER 25 YEARS

Talk to other plant owners who have used Shamrocks . . . who have seen them stand up through years of hard service—you'll get top proof of Shamrock quality! Look, for example, at the job Shamrocks are doing abovetine performance in this large metropolitan laundry. Depend on Shamrocks for such quality features as (1) steel slat, heavy bottom construction, (2) full 2x1" hardwood runners, (3) brassriveted seam ends, (4) extra heavy duck body—plus many other superior features. Contact your Shamrock distributor, or write MEESE, INC., Madison, Indiana.

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There's an ALDSOFT Water Softener model which is especially designed for your water and your washing equipment. It will make soft water economically... will be indispensable not only because of its soap-saving ability, but because it greatly prolongs the life of all of your other equipment, including washers, water heaters and piping. Soft water produces no sticky scum in machines, no lime deposits in pipes and water heaters... does away with expensive repairs.

With ALD's liberal financing program a new ALDSOFT Water Softener can be yours so easily. Soap savings alone will amortize your initial investment in a surprisingly short period of time.

Keep customers coming back! Keep the repair man away! Phone, wire or write ALD, Inc., for full details.









WATER SOFTENER

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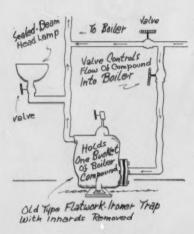
7402 Sunset Blvd., Los Angeles 46, Calif.

69-37th Ave., San Mateo, Calif.

The Prudential Bldg., Room 1704, Jacksonville 7, Fla.

ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md. ALD New York, Inc., 10-32 47th Road, Long Island City 1, N.Y.

AT LONG LAST I had an opportunity to visit the Miller brothers (Sid, Frank and Gene) at their fancy new California Linen Supply plant in Berkeley, California. One of the things Sid showed me was the way they inject boiler compound.



Reservoir for Boiler Compound

Seems they have been using a very satisfactory, although very "hot" compound, which had a habit of wrecking the bronze impeller and the facing of the pump on an average of once every six months. Not long ago they installed a by-pass arrangement on the water line leading from the make-up pump to the boiler, which features a big old-fashioned flatwork ironer trap with the insides removed to serve as a reservoir for the boiler compound. By manipulation of a couple of valves, the compound can be siphoned out of the old trap at any rate of flow desired, or forced into the boiler in one big surge.

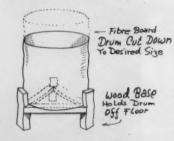
The trap holds an entire bucket of compound, and is filled at one side with the aid of an old sealed beam headlamp with a hole in the bottom that makes an excellent funnel. One thing I didn't show is a drain line leading from the base of the trap, which permits the water to be drained from it before it is filled with the compound.

Ribbons Show Stacker Position

Another problem was on the eightroll ironer equipped with a five-lane stacker on the fold end. Girls feeding the small commercial pieces were quite often ignoring the pieces of black tape stuck on the safety gate to indicate the position of each of the



stackers. Sid solved this by substituting extra wide cotton ribbons on the ironer at these points in place of the narrow ribbons he had been using. Now a girl can be half asleep and still feed properly to these more attention-getting "indicators."

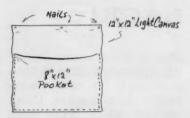


Drums Serve as Damp Boxes

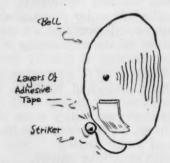
At the Premier Laundry in Clendale, California, I saw an unusual kind of damp box for wearing apparel. A sturdy little triangle-shaped base made of two-by-four's supports each of the heavy fiber drums which serve as damp boxes. The drums sit about 6 or 8 inches up off the floor, and have all been cut off at the top to a convenient height for the wearing apparel operators to take out garments. The boxes aren't designed to be moved and are permanently stationed at each unit.

Pocket for Oddments

In Bakersfield, California, at "Stubby" Newman's Sparkle Launderers & Cleaners, I noticed the absence of a drawer at the repair station presented no problem. Someone had whipped together a couple of neat lightweight canvas sections about a foot square, each with an 8-by-12-inch pocket on the front. These pockets were tacked to the side of the repair table to serve for the storage of such



things as scissors, cigarette pack, lipstick, some odd buttons, ¾-inch bolts with stripped threads and a safety pin. (Just kidding, Stubby, they're a swell idea!)



Bell Softener

Sometimes warning bells can be too noisy for the employees working near them. One plantowner showed me how he toned down a low-water cut-off warning bell by adding layers of adhesive tape on the spot where the striker hits the bell. It still makes a good racket but the ladies working within 6 feet of it no longer jump out of their shoes when it sounds off.



Clothespins Hold Tickets

At the big Blue Bird Laundry in Los Angeles, manager Earl Winters makes good use of the lowly (pardon the expression!) clothespin. Each tumbler sports a clothespin tied to the front edge to hold tickets. The clothespins are of the spring type and hold the tickets securely without damaging them. I noticed, too, that each washer is likewise equipped.

quality control
goes <u>UP...</u>
costs go <u>DOWN</u>
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Better finished work . . . bigger profits.
That's the "one-two" punch you get with

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No need to change your washing formula either, yet volume increases and you save thousands of gallons of water. Want to know how much?

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SATINETTE —A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

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Let's Look at Steam Traps

They do big job on steam equipment when properly selected and installed

THE FUNCTION of a steam trap is to drain condensate and air automatically from all our steam piping and steam-heated equipment, continuously or intermittently, without waste of steam. It's a big order and yet one that a proper trap installation can do handily. The problem is to select the proper trap installation. There are many types of traps on the market and each one has rather specific qualifications and limitations. They vary in many ways: first, in their reaction to pressure, both applied and back-pressure; second, in their ability to handle air; third, in their ideal degree of discharge temperature, and fourth, in their conditions of installation. Each particular trap application, therefore, should be studied for best results.

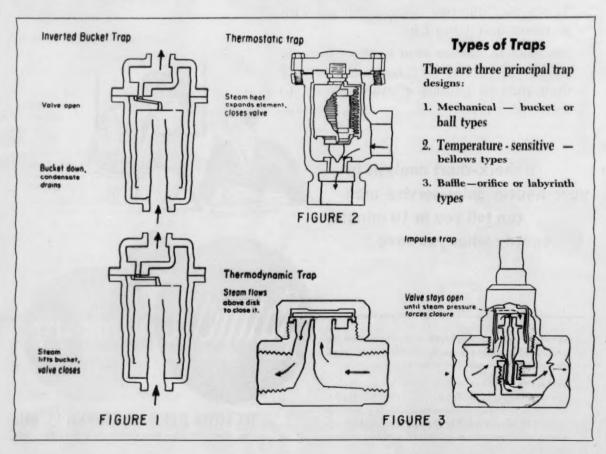
By JOSEPH C. McCABE

Here's an experience one laundry had with a trap installation, This laundry hired a new plant engineer, who soon discovered that steam traps were not being used in connection with steam ironing equipment, The plant relied on gravity to handle the condensate. The new engineer decided to install steam traps and ran a series of preliminary tests to demonstrate to his own satisfaction the value of traps in general and of certain traps in particular.

Principal equipment involved in the steam trapping experiment was a series of seven standard six-roll flatwork ironers. They operate on a boiler pressure of 100 p.s.i.g. at an inlet temperature of 338°F. Steam traps were also put on handkerchief and pillow case presses

A 75-day test on various traps yielded the following results: After being tested on an open-end basis, the traps were hooked into the return end of the first roller of one of the six-roll ironers. The trap deemed satisfactory produced a rapid response to load, providing a flat or nearly flat temperature curve. Fluctuations of temperature were minute and rapid as opposed to the rather high amplitude fluctuations previously experienced. The time lag was negligible. No maintenance was required during the 75-day test.

As a result of these tests, the engineer specified traps for use on the



RECOVERY COIL

Increased drying time

- Excessive wrinkling
- · Wasted solvent

SOLVENT COOLER

- Color bleeding
- Shrinkage
- Excessive wrinkling

STILL CONDENSER

- Reduced still efficiency
- Excessive scaling (water side)
- Overheated clean solvent



IDEAL

HOT

Lower process time • Greater output • No reruns
Less solvent and water waste • Greater operator efficiency
Lower cleaning costs • Complete customer satisfaction

COLD

- Wasted cooling water
- · Wasted steam
- Increased drying time
- Wasted cooling water
- Poor soil and spot removal
- Reruns

- Wasted cooling water
- Underheated clean

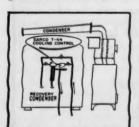
Keep your solvent in that vital temperature zone

with SARCO automatic COOLING CONTROL

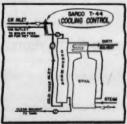
Trying to maintain an ideal operating temperature in your recovery coils, still condensers and solvent coolers by manipulating the valve on the cold water line of your equipment is a pretty hopeless task. At best . . . it's uncertain. It results in OVERCOOLING and UNDERCOOLING. It wastes water, lowers output, reduces quality and cuts into your profits.

A sure and inexpensive solution is the SARCO T-44 automatic Cooling Control. Once installed, you can forget it . . . your solvent temperature is automatically kept within the ideal range. Both solvent and operator can now produce higher quality work more efficiently. You have achieved maximum dependability and safety at low cost.

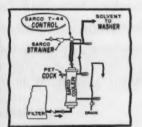
For complete information write direct to us or contact your supplier. Sarco Company, Inc., Empire State Building, New York 1, N.Y.



Solvent recovery with Sarco cooling control



Still condensing with Sarco cooling control



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Sarco T-44 features

- Self-powered no compressed air or electricity needed.
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- Packless no stuffing box to leak or jam the valve stem.
- Selt-contained no exposed mechenism.
- Dependable thousands provide dependable service for both original equipment manufacturers and dry cleaners,
- · Easy to install by any pipefitter.
- Inexpensive "" size costs only about \$36 to user.

21678

SARCO

COOLING CONTROLS • STEAM TRAPS • STRAINERS
THERMOSTATS • PRESSURE SWITCHES

six-roll ironers and for use on other finishing equipment putting in a total of approximately 350 traps throughout the plant. One trap, preceded by a 164-in, perforated strainer, as recommended, is now hooked into the return side of each of the ironer's six rolls. The first two rolls in the sequence have 3/4-inch traps and the next four rollers have 1/2-inch traps. Inlet temperature is 335°F. Pyrometer measurements of surface heat on each of the six rolls indicate an average drop of only 5°F., which can be attributed to normal temperature gradient across the trap wall. The previous drop, before installing traps, averaged 45°F.

After one year of constant (8 hour

After one year of constant (8 hour per day) operation of trap-equipped six-roll flatwork ironers, it is possible to evaluate results as follows:

- 1. Do-overs were reduced to zero—no sheets came out damp.
 - 2. Damage claims reduced to zero.
- 3. Production of finished flatwork per operator hour was increased by 9.8 percent.
- Service was uninterrupted. No down time for maintenance, repair or replacement.
 - 5. Considerable savings were ef-

fected in the consumption of fuel oil.

The above experience is an excellent example of the results that can be and, in fact, should be expected, if trap selection and installation are proper. The task is to get right trap. It requires understanding of the workings of traps in general and the specific role each trap must play on a given piece of equipment.

Types of traps

In previous articles we have men-tioned the principal trap designs as (1) the bucket or ball units (Fig. 1), which depend upon the mechanical action produced by rise and fall of condensate upon the movable bucket or ball within the trap body to open and close a condensate discharge valve; (2) bellows and other temperature sensitive devices (Fig. 2), which expand and contract upon contact with steam and steam-condensate mixtures to open or close the discharge valve; and (3) the orifice or labyrinth traps (Fig. 3) that move the steam through a series of baffles or orifices to permit a pressure difference to develop within the trap body so that liquid or steam entering the trap and then expanding can regulate the condensate discharge. Certain of these broad types are equipped with auxiliaries to extend their advantages or overcome their limitations.

Conditions under which a trap is employed have much to do with the trap's success (Fig. 4). As a case in point where there is a certain amount of air leakage a trap's ability to handle air is a major consideration. Here the bellows and the orifice or labyrinth design seem more promising. Yet there are bucket types having special thermostatic vents that fit them for this task. In the case of continual as against intermittent discharge of condensate, the ball float and the expansion designs seem superior to the bucket or the bellows traps.

A manufacturer's view

There are differences of opinion on the so-called advantages or limitations of these traps just as there are on the subject of proper trap sizing. For instance, we had the opportunity of receiving one bucket trap manufacturer's appraisal on sizing of his product for a given job. We quote:

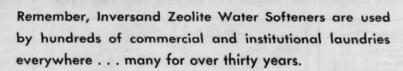
"Actually, trap condensate handling capacity is not the major consideration in the selection of traps for draining steam-heated laundry and



We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and

A GOOD BUY!

convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.



Write for full details, or a Representative will call.

Bulletin IS-1 sent on request

HUNGERFORD & TERRY, Inc.

Clayton 8, New Jersey

drycleaning machines. Equally important are the following considerations: (1) air venting capacity, (2) ability to handle dirt and sludge, (3) ability to give year in and year out condensate drainage service. Let's take a look at some laundry equipment boiler horsepower requirements, or steam condensing capacity:

Equipment	Boiler hp.	Lbs. Steam per Hr.
Pony press	.25	9
Collar and cuff press		26
51-inch press	1.50	52

"For each of the above units we would offer a trap with an actual discharge capacity of 620 pounds of condensate at steam temperature, per hour. This is almost twelve times the amount of steam condensed in a 51-inch press. Yes, this is a lot of trap capacity for a small job! But it just is not practical, we believe, to make a smaller size trap for these pint-sized units."

Here, somewhat edited, is the manufacturer's feelings as to why:

- "(1) A trap smaller than the above would cost as much, or possibly more, just like a wrist watch costs more than an alarm clock. The savings in materials used is more than offset by the extra labor required for greater precision in manufacture.
- (2) Small traps would have a smaller orifice, and here is where the shoe pinches. The recommended trap, at 100 pounds pressure, has a 764-inch orifice. An orifice to pass 100 pounds per hour at 100 pounds pressure to give a two to one safety factor on a 51-inch press would have an opening that is very, very small. The present 764-inch orifice has an area of .0094 square inch. For 100 pounds per hour capacity this would be reduced by %, or to an area of about .00157 square inch, which is approximately .045inch in diameter, or 1/22-inch. This is considerably smaller than 1/16-inch, which is the size we used years ago in our formerly recommended trap for small laundry and drycleaning units. These small 1/16-inch orifies frequently would become plugged with dirt or sediment. Today, of course, the use of strainers can cure this problem. But from the standpoint of first cost and maintenance expense, a trap smaller than our 7/64-inch, in this maker's opinion, simply is not practical."

What about traps for larger machines, like a six-roll flatwork ironer, rated at 136 hp. or, in other words, one with a load of 449 pounds of steam per hour? Again in this manufacturer's opinion, "the actual amount of condensate formed is less than the



Descrical brains are marvelous devices, but they can't help you determine which type of trap is best for any particular application. And using the same design of trap for all applications reduces condensate draining and air venting efficiency as much as 35%. Five minutes spent with your Anderson representative will show you how the right type of trap for each application gives you maximum efficiency on each steam-using unit. He can quickly tell you the advantages of using inverted bucket traps for ordinary uses, thermostatic traps where freezing is a problem, and combination open float and thermostatic traps for extremely fast heating.

Call him in today. Learn the best trap to use on any given application.

F

SUPER - SILVERTOP (inverted bucket)

for general use



QUIK-FLEX

for outside installation



HEAT - KWIK (combination thermostatic and inverted bucket) where fast heating up is required

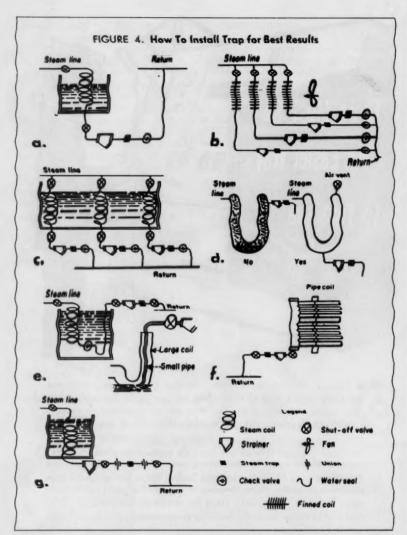


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QUALITY STEAM TRAPS 1886



continuous discharge capacity of the company's %4-inch trap. Yet for group trapping," he feels, "an experienced laundryman would use a different sized trap, say one with a continuous discharge capacity of 6,200 pounds per hour. However, for maximum production from the flatwork ironer, he would doubtless use a special trap on each of the two wet end chests. The combined capacity of these six traps would be some 5,680 pounds per hour, or twelve and a half times the actual condensing rate."

Now the need for using two of one size and four of another on this six-roll flatwork ironer, as this spokesman points out, is not dictated by the trap manufacturer. Rather, production-conscious laundry engineers tried different sizes of traps and found that this particular combination gave best results.

Why then, do flatwork ironer traps have to be so apparently oversized? Certainly it is not because of the condensate load. Rather it is because the traps must remove a lot of air and non-condensable gases. Because of such equipment peculiarities certain manufacturers in their laundry and drycleaning catalogs do not publish trap capacity ratings. Instead, they recommend trap sizes for specific items of equipment.

The use of larger and larger traps, however, does not of itself improve production, whereas the installation of too small a trap actually will slow down the speed of the flatwork ironer and affect the quality adversely.

Recommended procedures

Trap selection needs the attention and skill of the experienced who can bring to the task a knowledge of the equipment involved as well as the functioning of a specific trap.

Trap manufacturers are anxious to help. An incorrectly selected or improperly installed trap may, without their knowing it, bring discredit to their products. Incidentally, a currently unfair practice is to condemn certain types of traps because one of that type under the particular conditions was not a proper choice for the job. Under other conditions the replacement trap probably would have its troubles, too. The universal trap, suitable for all conditions, just doesn't exist. Steam trap manufacturers condemn the practice of choosing a trap on the basis of the pipe size. Traps of different sizes have seemingly operated properly under similar conditions. Tests have shown that the capacities of various makes of traps with the same size pipe connections may vary as much as 10 to 1.

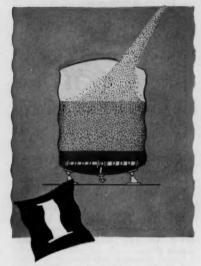
Steam traps are rated by certain manufacturers on some such basis as the amount of hot condensate that flows through the trap (when the valve is in the wide open position) in an hour. But other makers rely on cold water tests, orifice tests and calculations to rate their products. Necessarily these figures indicate manufacturers' trap ratings and not the capacity of the trap when operating. Rating of the trap selected should always be more than the actual amount of condensate to be handled.

The safety factor

Normally the procedure in choosing the desired rating of a trap is to multiply the amount of condensation to be handled per hour by a safety or a capacity factor. This should not be less than 2 and may even run as high as 8 to 1 or 10 to 1. If a trap is installed where a damaging slug of water may come over once in a while, as in a line serving an engine or turbine, the trap capacity must be large enough to take care of this contingency. But factors of safety must be applied for several other reasons: (1) because air venting would be impossible with many traps if they were sized to discharge a full stream of water continuously; (2) if a trap were sized for an average load, peak loads would cause condensate to back up in the line; (3) steam pressure lower than normal may lower the trap capacity more than the condensing rate; and, if back pressure should increase abnormally, the trap capacity would be reduced; (4) where intermittent discharge is employed the average overall or mean rate of discharge is re-

The above, we realize, is loaded with precautions, but we cannot overemphasize the need for thorough study in the final selection of a trap. Along with correct installation the results are well worth the effort.

Three Ways to Get MORE SOFT WATER



By Refilling Your Water Softener With New High Capacity Elgin Zeolite you can get 3 to 10 times more soft water.

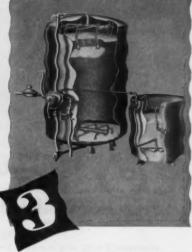
Think of it, from 3 to 10 times more soft water from your present water softener by simply refilling it with one of Elgin's new high capacity zeolites. Here is a dividend-paying investment you can't afford to pass up. In addition, regeneration will be required less frequently with savings in regeneration time and salt costs.

Replacement of lost or worn-out zeolite also will provide increased soft water output. All types of zeolite are available for immediate delivery.



By Equipping Your Water Softener With An Elgin "Double-Check" Manifold System which permits the use of a deeper zeolite bed to further increase capacity as much as 44%.

The ingenious Elgin "Double-Check" manifold system makes it possible to place far more zeolite in a water softener and to utilize it more efficiently. Capacity increases of as much as 44% can be secured. Loss of costly zeolite will be prevented too. Higher brining and backwashing efficiencies will be obtained. Here is another low cost answer to the need for more soft water.



By Installing A New Elgin Water Softener of "Double-Check" Design which gives up to 44% more soft water than softeners of conventional design.

Where new equipment is required, here is today's outstanding buy. Size for size, the Eigin Water Sottener of "Double-Check" design delivers up to 44% more capacity than water softeners of conventional design. This big increase is due to the ingenious "Double-Check" manifold system of the Eigin which permits far more zeolite to be placed in the softener without zeolite loss. Get the facts about this amazing water softener before you buy.

Check Your Water Softener Requirements NOW

Avoid the trouble and expense of hard water. Be assured of getting an adequate supply of zero soft water for the critical months and years ahead. You'll be glad you did — because soft water cuts costs while improving quality of service, and you will never make a better dividend-paying investment.

Brings Complete

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1	A LEG ROMOTION	Realling with new high complete	Beachy Elgin by installing	Double Che	STATE
	WATER CONDITION	with new high	resent soften covering	ONE	to Elgin Solvered Avenue.
	AP OF	and we sight	USINESS HAME	///	all are



SALEM, ORE.—Mr. and Mrs. E. R. Sweeney have purchased Taft Laundromat from W. G. Bennett.

McLAUGHLIN, S. D.—A laundry has been opened by Lydia Stotz, according to a recent announcement.

GREAT FALLS, MONT.—At a dinner meeting recently, National Laundry was presented a safety plaque in recognition of two years af accident-free operation by its drivers. The men received awards and individual certificates for accumulating 755,000 miles of safe driving.



NEW YORK, N. Y.—E. N. Bartholomew, general manager, Crescent Towel Supply Co., 50 Church St., is chairman of the Laundries Division of the current campaign of The Greater New York Fund, according to Harry M. Anholt, services chairman of the Private Firms Division.

NEW HAVEN, CONN.—Meyer M. Franzman of M. M. Franzman Co., 241 Orange St., was reelected vice-president and a member of the board of directors of Monarch Laundries, Inc., at the annual stockholders meeting held May 20.

MASSENA, N. Y.—Massena Laundry has leased space in the Harte Haven Shopping Center on Main St., now under construction.

PICTON, ONT., CAN.—Rev. W. E. Strain has purchased Home Service Laundry from Keith Rosborough.

FRAMINGHAM, MASS. — Puritan Laundry, presently located on Kendall St., has been issued a permit for construction of a new building to be erected at 119 Waverly St.

NEWARK, N. Y.—Quick Wash Service has been opened by Finger Lakes Laundries and Cleaners at the Newark

Plaza Shopping Center. The company operates other service stores in Geneva, Waterloo, Seneca Falls, Canandaigua, Lyons and Penn Yan, as well as one on S. Main in Newark.

NEWARK, DEL. — An open house was held recently at the enlarged, remodeled Blue Hen Laundry & Dry Cleaners, 27 North St., by Ernie and Ren Ceorge. The owners are cousins.



LONDON, KY.—A new storage vault has been completed at London Laundry & Dry Cleaners, J. W. Terry, proprietor, has announced.

SHELBY, N. C.—Joe Cabaniss and Charles L. Blanton have purchased City Laundry and Cleaners and have changed the name to Nu-Way Laundry and Cleaners.

WINSTON SALEM, N. C.—The May meeting of the North Carolina Association of Institutional Laundry Managers was held at Hotel Robert E. Lee. The program included talks by W. R. Munro, Hercules Powder Co., Wilmington, Del., and Carey G. Swaim, Armour and Co., Lexington. J. B. Yelverton of the University of North Carolina Laundry is president of the association and presided at the meeting.

BATON ROUGE, LA.—Frank Kean, general manager, Kean's Laundry and Dry Cleaners, was elected first vice-president of the Advertising Club of Baton Rouge at a recent meeting of the board of directors.

SAVANNAH, GA. — Safe driving awards were presented employees of E. and W. Laundry by George H. Leyden, safety engineer of U. S. Fidelity and Cuaranty Co. Pins were given to the drivers who have successfully completed the number of years indicated without a chargeable accident, Arthur Solomon, Jr., owner of the establishment, presided over the meeting.

ALLAPATTAH, FLA.—Maurice and Lillian Labelle have opened Labelle's Spic 'N Span Quick Service Laundry, 1780 N. W. 36th St.



RIVERSIDE, CALIF.—Ed and John Diehl have opened Half-Price Laundromat, located in a newly remodeled building at 6671 Magnolia Ave.

MONTEREY PARK, CALIF.—A grand opening was held recently at Apex Automatic Laundry, 135 S. Garfield Ave., by Mel Stevens.

SEGUIN, TEX.—Sunshine Laundry and Dry Cleaners has been opened at 424 N. Camp by Jimmie Kebodeaux and Albert Elley.

MONTEREY PARK, CALIF.—A new self-service launderette has been opened at 2424 S. Garfield Ave., by Maude Ford and Florence Gordon.

GLENDALE, ARIZ.—A laundromat is scheduled to be opened in the new shopping center now under construction at Camelback Rd, and 35th Ave.

LIVERMORE, CALIF. — Ralph W. Austin has leased Bonne Laundry and Cleaners on W. Second St. Former operator was Al Bonne.

LOS ANGELES, CALIF. — George Maier and Marius A. Moselle have announced plans to purchase Al-Hal Laundromat, 8305 Santa Monica Blvd., from Marvin Fishman.

SAN JOSE, CALIF.—Dan Lobello has announced plans to purchase San Jose Launderette, 463 S. Second St., from R. A. Owsley.

PARAMOUNT, CALIF. — A grand opening was held recently at Paramount Self Service Laundry, 14155 Paramount Blvd., by M. B. Axlerood.

PARSONS, KANS.—Mr. and Mrs. Don Workman have purchased Home Service Laundry, 2100 Main St., from William Derby, who is retiring.

WEST HOLLYWOOD, CALIF.—Mr. and Mrs. M. Hamamoto have announced plans to purchase Colonial Automatic Laundry, 8244 Santa Monica Blvd., from Murray and Madeleine Bruck,

AMARILLO, TEX. — John Contat, J. G. O'Brien, E. J. McCartt, Jr., Bryce Beard and W. B. O'Brien are the new owners of Troy Laundry, Third and Tyler. The concern will be operated as Trov Laundry and Dry Cleaners, Inc.

MOORPARK, CALIF.—Mr. and Mrs. R, F. J. Miller have purchased Moorpark Laundromat from Mr. and Mrs. Roderic



HARTLAND, WIS. - Hartland Self-Service Laundry has been sold by John Miller to Mr. and Mrs. Raymond Schultz.

SHENANDOAH, IOWA-A shirt unit has been installed in Sno-White Laundry, which is operated by Willis Robinson.

MICHIGAN CITY, IND.—A grand opening celebration was held recently at White's Laundromat, 117 E. Second, by Wendell G. White.

GENOA, ILL.-A grand opening celebration attracted a large turnout at the Genoa Laundromat and Cleaners, owned by Donald Saari and managed by Herb Guse.

CANTON, OHIO-A grand opening was held recently at Snow White Laundromat, 919 12th St., N. E., by Mrs. Mary E. Antonille.

INDIANAPOLIS, IND. — Mechanics Laundry & Supply Inc., has purchased property at 1140 E. Market St.

HAMTRAMCK, MICH.—Edward Kopek, president of White Eagle Laundry and Dry Cleaners, was presented the outstanding citizens' award by the Wilcock-Lubanski Post Veterans of Foreign Wars.

COLUMBUS, IND.—Construction of a new \$200,000 linen service laundry building has been started at Twelfth and Ruddick Ave, The 250-by-125-foot building will be leased by a new Indiana Linen Service division of the National Linen Service Corp., Atlanta, Ga.

PEORIA, ILL.-Walt and Mabel Bonn have established a new laundromat at 3016 N. University.



3,700,000 bundles at minimum cost"

says Duane Lawrence, Manager,

Portland Laundry & Dry Cleaners

"Sixteen years of continuous service, tying approximately 4,500 bundles per week . . . and operated by many people . . . have proved to me that the Bunn Tying Machine is sturdy and reliable. Maintenance and operating costs, as well as down time, are at a minimum.

"I like the Bunn Machine," continues Mr. Lawrence, who heads this Portland, Oregon firm, "because it is flexible. By making a larger table on the same stand and frame we are able to wrap our bundles by rolling them on the larger table. Then, with a touch of the treadle, it is just a moment before the bundle is neatly and tightly tied.

"I would never hesitate to recommend Bunn Tying Machines when it comes to making tying a simple operation," says Mr. Lawrence.

The versatility and speed of Bunn Package Tying Machines is acclaimed by laundry operators everywhere. Whether the machine is used to tie towelling, shirt boxes, flatwork or bachelor bundles. all are tied in 11/2 seconds or less. The twine tie is never too tight, never too loose . . . and the slip-proof knot can't come undone.

PACKAGE TYING MACHINES Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. SL-77 Chicago 20, III. Export Department: 10406 South Western Ave., Chicago 43, III.



GET THE WHOLE STORY

HOLE and today for is fact-packed oklet, which ustrates the advantage Bunn Tying

				your free		
ease	have	a Bunn	Tying	Engineer	contact	me.
	ease					ease have a Bunn Tying Engineer contact

NEWS

from the

Wilson Reports Sales Staff Changes



S. D. MAZZIE, JR.



S. D. MAZZIE, SR.



VIRGIL KIRKLAND

Three staff changes have been reported by the A. L. Wilson Chemical Company, Kearny,

S. D. Mazzie, who formerly served in the Southwest, now covers Illinois, Michigan, Indiana and Kentucky. He was formerly a drycleaning plantowner and manager in Chicago.

Mr. Mazzie's son, S. D. Mazzie, Jr., who represented the firm in the Southwestern and Northwestern territories for a number of years, has been promoted to senior field representative for the Southwestern and West Coast states. He was formerly associated with his father in the retail drycleaning busi-

Virgil "Red" Kirkland has been named senior field representative in charge of the Southeast and South Central territories. Mr. Kirkland has represented the firm in the North Central states for the last four vears.

Manitowoc Distributor

Vince Corbett Distributors, Inc., Wichita, Kans., has recently been appointed to handle the full line of Manitowoc drycleaning and finishing equipment in Kansas and Oklahoma. The firm is headed by Vince

Corbett, and Harry Blitz is sales manager. Manitowoc Engineer ing Corporation states that the distributor has a full staff of field representatives, factory trained by Manitowoc and well experienced in the drycleaning field.

Miller Joins Philadelphia Quartz

Philadelphia Quartz Company, Philadelphia, Pa., has named G. Wallace Miller to its laundry sales service division. Mr. Miller has been assigned to technical laundry service in the Southern district, covering eastern Tennessee, North Carolina, Virginia, Maryland and the District of Columbia. For 10 years Mr. Miller served as plant manager of the White City Laundry in Johnson City, Tenn. He is a graduate of the National Institute of Dryclean-

English Manufacturer Views Hydraxtor Facilities



Gordon Cran, president of the Broadbent Co., Huddersfield, England, paid a visit to the Hydraxtor representatives at the recent Linen Supply Convention in Atlantic City, N. J., and also to the firm's development headquarters in Chicago. Discussions and agreements on the development and manufacture of different types of small-

piece handling equipment were had, and many points of view were covered with Mr. Cran by various plantowners.

Pictured above, from left to right, are: Irving H. Weinberger, sales manager of the Hydraxtor Company; Allen Koplin, president; Gordon Cran, and Eugene Hajox, chief development engineer.

Forse Sponsors Training School



service men recently participated in an intensive three-day service school conducted by Forse Corporation in its Anderson, Ind., factory. Under the direction of Floyd

Twenty-nine jobber sales and Brown, national service man-rvice men recently particiager, the course included all phases of service, maintenance and operation of Forse equipment. This is the first in a series of training programs planned by the company.

The Journal Appoints New Rep



KENNETH R. HARRIS

Kenneth R. Harris has been named Midwestern advertising representative for STARCHROOM LAUNDRY JOURNAL and its sister

publications, National Cleaner & Dyer and National Rug Cleaner.

This appointment is designed to offer better and faster service to our many friends and advertisers throughout the midwestern states.

Mr. Harris comes to the JOURNAL from The Continental Casualty Company, where he served as advertising manager of the Intermediate Division. A wide and varied background of communications and media includes a journalism degree and newspaper work at the University of Missouri and time sales at Station KBIA, Missouri.

Mr. Harris will join Mr. Richard Copeland, Midwestern advertising manager, at 14 E. Jackson Blvd., Chicago 4, Ill. He will serve Illinois, Iowa,

Get whiter loads quicker with the <u>ORIGINAL</u> CALLAWAY KNITTED NYLON CALLANET

Here's why: 1 Thickest "bleach-resisting" yarn 2 Provides streamlined, lightning-fast pinning 3 Day-light mesh that won't "fog up," lintless 4 Free passing of insolubles,

- quicker, whiter loads

 5 Faster dumping without reversing
- 6 More pounds per wheel—bigger pay loads
- 7 Labor saving-time saving-space saving
- 8 Available in solid colors or with colored overedging
- 9 Available with or without grommets For economy's sake—compare our laundry net prices by weight.

Leading laundries all over the country are clamoring for Callaway Callanets, the strongest, easiest-to-handle, most efficient and durable laundry nets ever. An investment in Callaway Callanets means more "net" profits for you in your business. Contact your Callaway representative for your test order and see how you can get the best for the least.



295 Fifth Avenue, New York 16, N.Y.
Chicago 54 * Boston 11 * Detroit 1 * Atlanta 3 * Akron 8

San Francisco 3 · Los Angeles 12 · Dallas 7 Towel Ensembles · Rugs and Carpets Laundry Textiles · Terry Mats



on the SOLID ALLOY STEEL

C/L ONE-PIECE STEEL TRUNNION

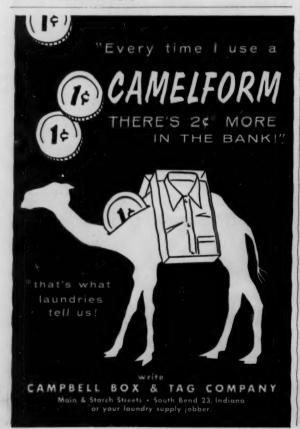
One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L quarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

CUMMINGS - LANDAU Laundry Machinery Co., Inc. 305-317 Ten Eyck St. Brooklyn 6, N. Y.



HYacinth 7-1616



Kansas.

American Organizes New **Rug Equipment Section**

A new department for manufacturing rug dusters, dust collectors, rug wringers, rug sizing rolls, nap brush rolls, rug dryroom conveyors and other accessorv rug equipment was recently announced by J. M. Garvey, president of The American Laundry Machinery Company, Cincinnati, Ohio. Operating in conjunction with America's long-established rug cleaning located at the company's Factory 2 in Cincinnati.

Clarence A. Ketchum, for-merly development engineer on rug equipment in the general engineering department, has ufacturing in the new rug de-partment. Mr. Ketchum brings of the new company include to his new position a background of many years experi-ence and valuable field experience in rug equipment engineering.

Lew Collins, for many years manager of the rug cleaning equipment department, continues his managerial duties in this capacity. As manager, Mr. Col- Cincinnati.

Missouri, Oklahoma, Nebraska, lins coordinates sales activities Arkansas, Louisiana, Texas and and assists the sales force in selling rug equipment.

Also actively affiliated with the new department is K. C. Jones, a new addition to the American Company. Previously president of a rug cleaning machinery manufacturing com-pany, Mr. Jones is a staff member of the general sales depart-ment, and handles engineering work on rug equipment in that

Two Distributors Merge

The Sheffield Engineering and Service Company, Dayton, equipment department, the new Ohio, has merged with Ma-manufacturing department is chinex Corporation of Cincinnati, to form complete Detrex distributorship, covering southern Ohio, northern Kentucky and eastern Indiana. The newly organized firm will maintain the name Machinex Corporabeen selected to supervise man-tion with headquarters at 606 Herbert Behm, Vern Sheffield and A. W. Behm.

In addition to Detrex equipment the firm will also offer complete sales and service on Hoffman presses, Ajax laundry machines and other allied lines. All inquiries should be directed to the headquarters office in

Excelsior Appoints Stein, Hudson as Representatives



ROBERT K. STEIN

Excelsior Machinery Company, Detroit, Mich., has an-nounced the appointment of Robert K. Stein of Manufacturers Associates, 527 Santa Maria Rd., Arcadia, Calif., as West Coast representative. Mr. Stein will cover California, Ore-

Mr. Stein was formerly employed as assistant sales man- and as a sales representative for ager of a well-known equipment a large southern drycleaning manufacturer, working with dis- distributor and for a national tributors from coast to coast. machinery manufacturer.



J. E. HUDSON

His present plans for Manufacturers Associates call for working only with distributors and their salesmen.

The Excelsior Co. also announced the appointment of Jim Hudson as sales representative in the southeastern part gon, Washington, Nevada and of the United States. Mr. Hud-Arizona for Excelsior. son has worked for many years son has worked for many years as a drycleaning plantowner,

Bunn Company Marks 50 Years



Manufacturers of the Bunn Package Tying Machine celebrated their golden anniversary this year. Highlight of the festivities was the open house held at the plant, 7605 Vincennes Ave., Chicago, Ill., for visitors, friends and employees.

Company sales representatives from this country, Australia, England and Canada met July 9, 10 and 11 for a special golden anniversary meeting. While basically unchanged in

While basically unchanged in design, the package tying machines of today are more specialized versions to meet the needs of virtually any industry. There are more than 10,000 industrial users of the product, including the postal departments of several countries.

Prize-Winning Sign



A laundry sign has taken one of the 30 prizes in the national, year-long Wagner Sign Service photo contest. Bendix Launderette, Muncie, Ind., received second prize of \$500 for the sign (see photo) constructed by Boxell Signs of the same city.

Contest entries, signs containing changeable copy areas, were judged on the basis of photographic quality, effectiveness of copy, letter spacing, originality of design, over-all appearance and condition of maintenance.

Nationally known editors, publishers, printers and photographers acted as judges.

A brochure describing this new type of merchandising display will be sent free on request to Wagner Sign Service, Inc., 212 S. Hoyne Ave., Chicago 12, Ill.

Talley Shows Equipment

The Talley Laundry Machinery Company and Talley Cleaning Equipment Company, Greensboro, N. C., recently completed a three-day exhibit of laundry and drycleaning equipment. Souvenirs and door prizes were given. Because of its success, Talley management has decided to make the exhibit an annual affair.

Hammond Expands Facilities



Hammond Laundry-Cleaning Machinery Co., Waco, Tex., has announced the purchase of a two-story brick building adjoining its present manufacturing plant at 220 South Second St. Plans are already under way to expand production facilities into the new section.

into the new section.

President Roger N. Conger explained, "This additional 25,-000 square feet enables us to accomplish a full-scale assembly line production method, and will result in a faster delivery schedule."

The photo shows workmen pouring additional, thicker concrete flooring in the new building

P & G Management Cited

Procter & Gamble has been named as the best managed company in the United States, according to a special Management Audit just published by the American Institute of Management. This is a nonprofit research foundation devoted to the study and evaluation of business managements.

The Cincinnati firm has appeared on the foundation's annual list of the ten best manual companies ever since the Institute first began issuing its comparative ratings seven years ago. This is the first time the Institute ever revealed the top ranking company's name. It has





with The CHALLENGE Tumbler

When any business can increase production and reduce personnel . . . the result is bound to be MORE PROFIT! That's exactly what happens the minute you put a Challenge Tumbler to work!

The modern, high production, Challenge Tumbler "full dries" four 200 lb. (dry weight) loads per hour . . . and "conditions" at the rate of 2400 lbs. (dry weight) per hour. This is three times more production than is possible with ordinary tumblers!

By eliminating a serious bottleneck ahead of the ironers, common in many plants, and because the moisture content can be reduced to "just the right amount," the Challenge also makes it possible to speed up the ironers to maximum efficiency... often increasing production in this department as much as 50%.

Distributed Exclusively By THE AMERICAN LAUNDRY MACHINERY COMPANY

WEHALLENGE
MANUFACTURING CO.
7400 East Bandini Blvd. Los Angeles 22, California





Combination washer-extractors
G. A. BRAUN, INC. 10 Duke Street, Toronto, Canada



BOCK-O-MATIC 85

100 May 100 May 1

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

BOCK LAUNDRY MACHINE CO. TOLIDO 2, OHIO



15, 25, 50, 85 LB. EXTRACTORS

done so because a second audit Company, 1808 Meeting St., & Gamble of five years ago.

points out of a possible 10,000 used for rating. The AIM states, "We are of the opinion that the company continues to enjoy the best possible guidance, and is eminently entitled to be classified by our standards as the best managed business enterprise in America."

The Institute uses a system based on 10 categories of activity: economic function, corporate structure, health of earnings, service to stockholders, research and development, directorate analysis, fiscal policies, Belina Joins National production efficiency, sales vig-or and executive evaluation.

confirms the findings on Procter Charleston, S. C.; Shuman Car-Gamble of five years ago. riage Company, Limited, Box The firm won a total of 9,530 2420, Honolulu, Hawaii; Custom Trucks, Limited, formerly of 8377 Granville, Vancouver, B. C., Canada, now at 3485 W. Broadway, Vancouver.

Mr. Sjoberg also reported that Samuel G. Seastrand, a veteran sales representative with Divco since 1932, and a former Divco branch manager at Jersey City, N. J., has retired. Frank Curran succeeds him and is located at Divco Service Center, 480 Chancellor Ave., Irvington, N. J.

Marking



MARK BELINA

NATCO Heaters To Be Shown at World Trade Fairs

The National Combustion Co., Corona, N. Y., will loan two NATCO water heaters to the United States Department of Commerce, Office of Interna-tional Trade Fairs, for exhibi-tion at two world fairs. The first fair is scheduled for Izmir, Turkey, August 20 through September 20. The second is set for Zagreb, Yugoslavia, set for Zagreb, September 7-22.

The heaters will be shown as part of the equipment in a complete, automatic laundry. Other machines include Westinghouse washers and dryers and a Bock extractor.

Forse Buys Velocity Steam

The Forse Corporation, Anderson, Ind., has announced the acquisition of all engineering, manufacturing and sales activities, as well as the patents of Velocity Steam Production Engineering, Inc., Chicago, Ill. News of the purchase was released in a joint announcement by Forse president H. Don Forse and Velocity Steam founder and president Paul Harrison.

Forse officials state that all Velocity Steam parts and equipment have been moved into Plant Number Two in Anderson. Production is scheduled to start in the near future.

Divco Assigns Dealers

Roy H. Sjoberg, vice-president and director of sales for Divco Truck Division of Divco-Corporation, Detroit. Mich., has announced the following newly authorized deal-

They are: Southern Truck bration."

The National Marking Co., Cincinnati, Ohio, recently added Mark Belina to its staff of sales representatives. He will cover Ohio, Kentucky, West Virginia, lower Indiana, Illinois and St.

Mr. Belina comes to the company with 10 years experience in the sale of mechanical products. In preparation for his new responsibilities, he has just completed an extensive training program in the company's factory

n

International Reports **Peak Sales Month**

Truck domestic sales for April reached nearly \$53 million to become the highest monthly figure in the history of the motor truck division, International Harvester Company, Chicago,

"This record month followed the recent introduction of our new A-Line of light and medium-duty models," said L. W. Pierson, manager of motor truck and is especially significant because it came during the first month of our motor truck fiftieth anniversary year cele-

NEW PRODUCTS AND LITERATURE

Continued from page 6

Toptex Offers Ironer Tape

A new flatwork ironer tape, Toptape, has been made available by The Toptex Corpora-tion. Available from jobbers throughout the United States, Toptape is packed in rolls of 100 yards each, 12 rolls to the package. The firm is also preparing a complete line of nylon press cloths: Topspun, for nonslip quality, and Topslip for slippery types.

For complete information write to Toptex Corporation, 2108 Washington Ave., New York 57, N. Y.

New Floor Repair Product

has been developed by Stonhard Company, Inc., Philadelphia 23, Pa. Used as it comes layer (plastic inside), a layer of from the container, Stonfast is put in the holes, tamped down two layers of heavy paper and and the job is complete. Said to be economical, Stonhard bonds to concrete, brick, stone or asphalt.

For a six-page folder describing the product, write to Stonhard, 1306 Spring Garden St., Philadelphia 23, Pa.

Arlac in Plastic Bags



As shown in the photo. Wyandotte Arlac-a soap build-A new substance for quickly er containing Carbose—is avail-repairing damaged floor areas able in 5-layer, multiwall sewn bags. These bags are constructed of a polyethylene coated foil on asphalt-coated paper, another polyethylene coated layer (plastic outside). The end of the Arlac bag is wax-dipped. Arlac is also packed in 350pound drums.

For further information write to Wyandotte Chemicals Corporation, Wyandotte, Mich.

DARMAN DELUXE The "TIME-TESTED" Cabinet

Here is a machine that has been continually improved, through the years, to take care of all those "little-things" that only show up after prolonged and constant usage . . .



PRICE \$24.00 EACH, F. O. B., Utica **Immediate Delivery**

DARMAN

MANUFACTURING COMPANY, INC.

1410 Lincoln Ave. Utica 4, N. Y. Tel. 4-9632

New Directors Appointed







FORREST I. NEAL

Two new directors have just been announced by the American Institute of Laundering. District 3 is now represented by David P. Wallace, Jr., of Progress Laundry and Cleaning Company, Dallas, Texas. In District 10 Forrest I. Neal, Jr., of Old Colony Laundries, Inc., Quincy, Massachusetts, will represent laundrymen in that area

District 3 is comprised of New Mexico, Oklahoma and Texas. Director Wallace is also a member of the Dallas County and McLean County Associations. He has served as secretary-treasurer, president and director of the Texas Laundry and Drycleaning Association. His directorship in that group goes back to 1946. He has been in business since



Lost time eats up laundry profits. Eliminate this loss by reducing tardiness inexpensively with a Lathem Time Recorder.

000	LATHEM TIME RECORDER CO, 92 Third St., N.W., Atlanta, Georgia Gentlemen: Please send me full information on the Lathem Time Recorder. 1 understand there is no obligation on my part. Name. Address.
	CityState



on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

NO. 39 CLEANERS & DYERS RECORD FORM

Send orders with remittance to:

PREPAID

NATIONAL CLEANER & DYER

920 Walnut Street, Lansdale, Pa.

305 East 45th Street, New York 17, N. Y.

Sometimes, it's murder! Yet, the SIMCO "Midget" guarantees to eliminate all static from laundry room machinery . . . completely, safely, and at low cost. Write for information.

1938 and operates a Progress Laundry and Drycleaning plant in Waco, as well as the Dallas operation.

District 10 is made up of Connecticut, Massachusetts, Rhode Island, Vermont, New Hampshire and Maine, Director Neal is also president of the Massachusetts Laundryowners Association, and has served as a director of that group since 1947. He has been on the AIL Advisory Committee on Education and Personnel and is a trustee of the Laundryowners Bureau of Boston. Mr. Neal is very active in civic affairs in Quincy, holding offices in the Rotary Club, Chamber of Commerce and the Community Chest Drive.

Both men are well qualified to take on the responsibilities

placed on them by the AIL.

Convention Calendar

Massachusetts Laundryowners'
Association and New England
Linen Supply Association

Combined Fall Meeting, Equinox House, Manchester, Vermont, September 19-22, 1957

Georgia Launderers and

Cleaners Association Biltmore Hotel, Atlanta, Georgia, October 2-3, 1957

New York State Launderers

Licensers Association
Fall Conference, Whiteface
Inn, Whiteface, New York,
October 4-6, 1957

Institute of Industrial

Statler Hotel, Los Angeles, California, November 4-8, 1957

Indiana Dry Cleaning &

Severin Hotel, Indianapolis, Indiana, November 29 - December 1, 1957

Maryland, District of Columbia and Virginia Laundryowners

Midwinter Meeting, Shoreham Hotel, Washington, D. C., December 2-3, 1957

Obituaries

William J. Asher, 91, retired inventor of laundry equipment (including the Asher Ratwork ironer) died recently in Colorado Springs, Colorado. Survivors include his wife, a daughter, one grandson and four great grandsons. His grandson, Andy Bowden, is production manager, Natatorium Laundry in Fort Worth, Texas.

George W. Burley, 91, secretary-treasurer of Excelsior-Leader Laundry Company, St. Louis, Missouri, died recently. In 1911 Mr. Burley joined Leader Laundry as secretary-treasurer and continued to hold that post when Leader merged with Excelsior in 1923. He was a former president of the Associated Laundry Owners of Greater St. Louis. Surviving is a daughter.

Harry Frankel, 69, former secretary of the Family Laundryowners Association, Inc., New York, died on June 3. Among his survivors is his wife.

James G. Mackechnie, Sr., president of New England Laundries, Inc., Springfield, Massachusetts, died on June 1, He is survived by his wife, his son, James, Jr., and two daughters.

William Sieminski, 79, founder with his late brother, Henry, of Brunswick Laundry, Jersey City, New Jersey, died in Dunedin, Florida. Mr. Sieminski was the father of Rep. Alfred D. Sieminski, Democratic congressman from the 13th District, Hudson County, New Jersey.

CLASSIFIED DEPARTMENT

10s a word for the first insertion and 8s a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold lace type 15s a word, first insertion, 10s a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5s a word for first insertion, 4s a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or respect). Copitals or bold lace type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net: not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

THE OROVILLE LAUNDRY AND DRYCLEANERS. WELL ESTABLISHED IN FAST-GROWING NORTHERN CALIFORNIA COMMUNITY, LOCATED AT THE GATEWAY OF THE BEAUTIFUL FEATHER RIVER COUNTY AND SITE OF PROPOSED OROVILLE DAM. GOOD LAUNDRY AND CLEANING EQUIPMENT. NEW 1956 DELIVERY TRUCKS. GOOD STEADY VOLUME. FOR SALE WITH OR WITHOUT REAL ESTATE. P. O. Box. #1418. OROVILLE, CALIF.

Modern laundry and drycleaning plant. Excellent location last-growing San Francisco península, grossed \$300,000 in 1956. Owner retiring. AD-DRESS, BOX 1465. STARCHROOM LAUNDRY JOURNAL.

Central Floride—Complete laundry, dryoleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. AD-DRESS, Box 1149, STARCHROOM LAUNDRY JOURNAL.

Complete small laundry in center of fast-growing Virginia town for sale.

Wish to retire. Room for expansion and drycleaning. ADDRESS, Box 1201, STARCHROOM LAUNDRY JOURNAL.

-2

For Sale—Drive-In package One-Hour laundry and cleaning plant doing \$1,500.000 per week. Located in industrial city of Virginia. Very profitable operation cost \$75,000.00 without real estate. Priced to sell, Real estate can be purchased or leased, plant can be financed.

For Sale—One-Hour package cleaning plant doing \$800.000 per week, main street location with parking area. Completely remodeled in 1956 at cost of \$18,000.00. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia.

For Sale—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell, Located in industrial city of Virginia, plant can be financed.

These three plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Va.—Phone 2-2156. 1548-2

PROFITABLE LINEN SUPPLY & FAMILY WORK PLANT, grossing over \$100,000 yearly, capable of doubling sales volume, can be had at sacrifice price due to illness of owner. 3 well-established routes. Growing territory in Upper N. Y. Will consider \$25,000 cash, balance on terms.

ADDRESS: Box 1565, STARCHROOM LAUNDRY JOURNAL.

MODERN LAUNDRY AND DRYCLEANING plant and business in Southern California. Gross over \$300,000. Fast-growing community. Unusual opportunity. Will sell all, or lease buildings. Require one-third down and will finance the balance. Wish to retire. Write for full details. ADDRESS, Box 1506, STARCHROOM LAUNDRY JOURNAL.

Laundry and drycleaning plant, well equipped, own water system, located in good territory, good annual volume, cash or terms. WRITE— Dunsmuir, Siskiyou Co., Box 466, Dunsmuir, Calit. 1370-2

LAUNDRY AND DRYCLEANING PLANT: Fur cleaning, cold storage, and rug shampooing. Buildings and real estate. Equipment in good condition. Established 28 years. Only commercial laundry in 25 miles. By family to settle estate. Contact William Christman, Modern Laundry and Dry Cleaning Co., Bluffton, Ind.

LAUNDRY AND SOLVENT CLEANING PLANT IN TOWN 5,000 POPU-LATION. COLORADO MTS. \$12,000 CASH DOWN. BUYER ASSUME \$14,000 BALANCE ON EAST TERMS. ADDRESS: BOX 1573, STARCH-ROOM LAUNDRY JOURNAL.

LAUNDRY, central Pa. Over \$125,000 gross, 1956. Doing family, wholesale and industrial work. Room for drycleaning and/or linen supply, Machinery and building new or rebuilt in 1954. Illness, reason for selling. At least \$50,000 to handle. Sale with or without real estate. ADDRESS: Box 1574. STARCHROOM LAUNDRY JOURNAL.

BUSINESS SERVICE

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost "CLEANER TOONS" and verses. For TREE proofs write: LILLY CARTOONS, Box 167, Long Beach, California.

Double-breasted suits made single by mail \$9.95. Tailoring any kind.
Wholesale. Talis & Co., 11 Pleasant St., Worcester, Mass. 1569-10

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington.

SITUATIONS WANTED

Laundry production manager, years experience all phases linen supply and steam laundries. Qualified to organize and supervise personnel. Guarantee successful efficient operation. Best of references. ADDRESS, BOX 1568, STANCHROOM LAUNDRY JOURNAL.

PRODUCTION OR GENERAL MANAGER—Reen, analytical, aggressive executive. Extensive experience in performance standards, quality controls, and scheduling production, creating efficient methods and procedures. Excellent work background, interested in position in New York City area. ADDRESS: Box 1566, STARCHROOM LAUNDRY JOURNAL. -5

WANTED: position of management (executive or consultant too).

OBJECT: Among usual responsibilities of efficient operation, to plan, explore and pursue new horizons and ideas for operating, expanding and perspective progression in dry cleaning and laundry. Preferably, to stimulate old and respected business. ADDRESS: Box 1557, STARCH-ROOM LAUNDRY JOURNAL.

Laundry production manager, years experience all phases linen supply and steam faundries. Qualified to organize and supervise personnel. Guarantee successful efficient operation. Best of references. ADDRESS, BOX 1552, STARCHROOM LAUNDRY JOURNAL.

MINT, the only licensed and bonded employment agency specializing in the placement of personnel in the LAUNDRY and DRYCLEANING industry exclusively, is now expanding its services nationally. At the head of this organization is Mr. A. Mintz, BS, MBA, who has been general manager, plant manager and chief industrial engineer with some of the largest plants in the East. THERE IS NO CHARGE TO EMPLOYERS FOR OUR SERVICES, If you need Managers, Superintendents, Routemen, Engineers or FOREMEN, list your requirements with MINT PERSONNEL SPECIALISTS, 111 West 42 St., New York 36, N. Y., LOngacre 3-0820.

LAUNDRY SUPERINTENDENT—22 years experience in all phases of laundry operations, in large family and institutional laundries. Soher, reliable, 9 years last position. Good record of labor relations, low productive costs. ADDRESS: Box 1575, STARCHROOM LAUNDRY JOURNAL.

MANAGEMENT, veteran of 25 broad practical years of drycleaning-laundry experience (mostly production), background in business management and accounting, and college education. Wishes future devoted to exploring new and efficient methods of doing things, creative ideas and prospective planning, promotion and exploration. Would like associate with a respected and staid concern that seeks infusion. ADDRESS: Box 1576, STARCHROOM LAUNDRY JOURNAL.

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY—We have obtained five topflight managers as a result of previous advertisements. We still need more men who have had managerial and operational experience in either the industrial laundry or linen supply industry. It you are aggressive and want to get ahead, communicate with NATIONAL INDUSTRIAL LAUNDRIES, 1100 Sherman Avenue, Elizabeth, N. J. 1406-7

EXPERIENCED SUPERINTENDENT. Assume complete charge production, maintenance. Large lines supply plant. Midwest. Salary open. Only most qualified apply. ADDRESS, Box 1553, STARCHROOM LAUNDRY JOURNAL.

-7

ROUTE SUPERVISOR: For progressive plant near Chicago. 12 well-established routes in rapidly populating area. Must be able to train men, run contests, etc. State education, experience, and present salary. ADDRES: BOX 1555, STARCHROOM LAUNDRY JOURNAL.

LAUNDRY FOREMAN: for well organized modern plant in Mid-west. Latest equipment. Must be able to train and supervise help. Dry cleaning experience helpful. If you are looking for a responsible position with a good future please reply stating age, experience, education, and salary expected. ADDRESS: Box 1556, STARCHROOM LAUNDRY JOURNAL. 7

ACCOUNTANT-BOOKKEEPER: for laundry and linen supply in up-state
New York. Control, inventories and provide monthly operating statements. Prefer man experienced with A.I.L. method. ADDRESS: Box 1565,
STARCHROOM LAUNDRY JOURNAL.

MR. SALESMAN: ARE YOU LOOKING FOR AN OPPORTUNITY? We NEED a TOP man to operate established LAUNDRY SUPPLY HOUSE branch office in fast growing southern city on liberal percentage of profits. LAUNDRY SUPPLY SALES EXPERIENCE ESSENTIAL, managerial experience desirable. Available immediately, Apply in own handwriting giving last 10 years experience and photograph. ADDRESS: Box 1529, STARCHROOM LAUNDRY JOURNAL.

PRODUCTION MAN: Real opportunity as shift superintendent in large growing industrial laundry. Modern equipment and modern ideas will give you chance to show your ability. Give background, experience, salary expected. ADDRESS: Box 1567, STARCHROOM LAUNDRY JOURNAL,

In beautiful and prosperous Hartford—New England at its best—a qualified laundry or drycleaning production superintendent, with future possibilities of general superintendency. One of the nation's leading retail laundry-dry cleaning establishments with over 200 employees rendering community service through routes and attractive Drive-In branch stores. Kindly send full resume, and state salary requirements. ADDRESS: Box 1568, STARCHROOM LAUNDRY JOURNAL.

MERCHANDISE WANTED

WANTED: LAUNDERED WORK CLOTHES, CHEAP. WRITE—I. KELMAN-SON, 319 S. W. SECOND STREET, FORT LAUDERDALE, FLA. 1571-47

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer.

C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, lows.

REPAIRS - PARTS - SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37.

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers, G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

POWER PLANT EQUIPMENT FOR SALE

BOILERS—HIGH PRESSURE: We carry a large selection of ASME National Board high pressure boilers—gas, oil, coal fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition, sales sheet and complete date sent upon request. WABASH POWER EQUIPMENT COMPANY, 31 E. Congress, Chicago, Illinois.

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steamaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

MACHINERY FOR SALE

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. Special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. -6

Metal Washers: 42 x 72—2-pocket, 2-door, American. 42 x 42—1-pocket, 1-door, American. 42 x 72—4-pocket, 4-door, Henrici. All rebuilt in A-1 Condition. Talley Laundry Machinery Co., Greensboro, N. C. 1437-4 2-roll, 100" American ironer, Rebuilt, A-1 condition. Talley Laundry Machinery Co., Greensboro, N. C. 1438-4

Wood cylinders and shells, any size, also all sizes new and rebuilt wood washers. Talley Laundry Machinery Co., Greensboro, N. C. 1439-4
Complete stock of synthetic and solvent drycleaning units all sizes, all makes and models. Talley Laundry Machinery Co., Greensobro, N. C.

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLAT-WORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Leundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRON-ERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

8-ROLL 126" AMERICAN and TROY IRONERS. REBUILT IN NEW MA-CHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUAR-ANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.

48 × 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyok Street, Brooklyn 6, N. Y.

Purkett 72" shaker tumbler, good condition. Includes two stainless-steel loading trucks and hoist. 220 volt, 3-phase, 60 cycle. 1 complete 4-operator TILTOR shirt unit, good condition, best unit to use if you have military shirts. Redlands Laundry and Drycleaners, Inc., Redlands, California.

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN 36" × 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS, GAS AND STEAM HEATED, CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4 46" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRANE RELEASE. 46" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

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MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 49", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyek St., Brooklyn 6, N. Y.

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASRETS. CUMMINGS-LANDAU Leundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 1st of the month in which the advertisement is to appear.

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVergreen 9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 1165-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

48" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brocklyn 22, N. Y. EV. 9-6585, has available laundry and drydleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.

SIX-ROLL AMERICAN 120" IRONER, rebuilt and guaranteed, like new.
Talley Laundry Machinery Co., Greensboro, N. C. 1271-4

48" AMERICAN OPEN-TOP EXTRACTOR, in excellent condition, Talley Laundry Machinery Co., Greensboro, N. C. 1272-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

36 x 54 AMERICAN CASCADE WASHER, Monel metal, 2-pocket, 2-door rebuilt and guaranteed. Talley Laundry Machinery Co., Greensbore, N. C.

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

60# PANTEX-PERK DRYCLEANING UNIT, two years old, excellent condition. Talley Laundry Machinery Co., Greensbore, N. C. 1275-4
PROSPERITY 38" P. C. WEARING APPAREL PRESSES, a real bargain.
Talley Laundry Machinery Co., Greensbore, N. C. 1276-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4
30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition.

Talley Laundry Machinery Co., Greensboro, N. C. 1278-4
36 x 30 HUESSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic ade petroleum drycleaning furnished. List the machines you have for sale with us.

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 9014-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyek Street, Brooklyn 6. N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn &, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 106", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR FROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

HUESCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS
COMPLETE WITH FLUFFER AND TABLE, 4 CISSELL MASTER HOSIERY
DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co.,
305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1942, American 8-roll ironer, American 6-roll ironer, Ellis 54 x 120" 9-pocket stainless washer, American Cascade 42 x 84" washer, Troy 42 x 72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42 x 90" tumbler, Huebsch 36 x 30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140F unit used two months, American 30 x 48" petroleum unit with filter, still, etc., brand-new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit.

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim, also new wood washers, ILLINOIS LAUN-DRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621.

9-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRON-ERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyok St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyek St., Brooklyn 6, N. Y. 9442-4

42 x 84" Troy and Smith-Drum Monel washers, 2-pockets, 2-doors, Machines running in a local hospital, can be inspected. SPECIAL PRICE 51,975 each. Washers motor-driven, guaranteed in good running condition. Excellent buy. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N. Y. STillwill 6-6666.

1 Hedd on Ruffle Ironer, 115 Volts, A.C. or D.C. foot rheostat control, hardly used. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1492-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION, SOME EQUIPPED WITH NEW MOTORS and CONTROL CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17"
BOCK 28" HOFFMAN WITH MONEL BASKET, CUMMINGS-LANDAU
Laundry Machinery Co., 513 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

SURPLUS EQUIPMENT of FINE LAUNDRY & DRYCLEANING MACHINERY from SEVERAL PLANTS AND INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 180" FLATWORK IRONER, American 6-roll 180" FLATWORK IRONER, American 6-roll 180" FLATWORK IRONER, 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets, 42 x 96", 3 pockets, 42 x 96", 3 pockets, 50 x 30" American Cascade MONEL WASHERS, American 34" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS, American 48" MONEL OFEN-TOP EXTRACTORS, 30" copper starch EXTRACTOR, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER of OTHER ITEMS too numerous to mention in this issue. WRITE, WIRE OR 'PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., 5TILLWELL 6-6666.

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

AMERICAN PERRY 54" UNLOADING EXTRACTOR, with 2 sets of baskets and hoist. IN VERY GOOD OPERATING CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York.

American 5-lane stacker, 3-lane feeder and spreader, small-piece Foldmaster, small-piece conditioning tumbler with conveyor. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1551-4

American 6-roll Sylon 110" ironer, Hamilton spring padded rolls with vacuum and Reeves vari-speed drive. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1532-4

Hydraxtor with 4 sets containers. In excellent condition, Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1533-4

MACHINERY FOR SALE (Cont'd)

Unipress 53" tapered presses and mushroom presses. Ideal pants pressing unit. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

Prosperity Power Circle, Model 454 tapered and 154 duck coat presses.

Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6,
New York. 1535-4

Leet Leggers and Pocketeers, Waterway Combination Washer and Extractor with Stainless Curb and Basket. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1536-4

Prosperity latest type short shirt unit. Used less than one year, including tumbler and dryset vacuum unit. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.

Hotiman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers, Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

For Sale: One nearly new Forse FM-20 Master shirt folding machine \$275. One Forse SL-75 Master sleever, \$275. One 42" x 84" Troy Atlas Stainless Steel laundry washer, motor driven, \$20 volts, three phase, two pockets, two doors, \$2,400. Washer has been thoroughly rebuilt and is like new. Harold Stegmiller, Moline, Illinois.

PROSPERITY CABINET SLEEVER MODEL 2121 AND PROSPERITY SEMI-AUTOMATIC FOLDING TABLE MODEL FM2. REBUILT, MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1542-4

Surplus equipment priced for quick sale. 42 x 54 2-pocket Monel washer—75 lb. Stainless Steel open-end washer—Pick instantaneous heater—250 sets Nevy-Tags—Singer and Chandler button machines—Canvas bankets—scales—motors—extractor motor and timer—Huebsch hankie ironer—Water Way wool washer—international time clock—electric graphotype. Apply to S. Biel, 25 West 23rd Street, Bayonne, N. J. Phone: FEderal 9-6161.

Complete Butler 140-F unit; 30 x 40 washer, 50 GPH still, 1500 GPH filter, storage tank. All motors and electrical connections. Sacrifice for quick sale. Call or write AAA Laundry, 4120 E. Truman Rd., Kansas City, Mo.

Used 3 months—I Clayton BG-15 HP Gas Steam-Generator \$1,000, 1 Hopkins 2-door Curtain-Blanket Dryling cabinet w/motor, blower, heater and 2 Hopkins Standard Curtain Stretchers \$800, 1 Pantex L-6-O-FPR-LHDP Press \$350, 1 Chandler R. I. Model Ruffle-Iron and 1 Chandler Hedron \$150, 1 New York 2-girl Shirt Unit with steam traps \$1,600. All prices to.b. Contact Washing Equipment Sales Co., 2516 Grand River Ave., Detroit 1, Mich.

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER EARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press, Forse 53" iapered garment press, Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEvada 8-8849.

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARRING MA-CHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyek St., Brooklyn 6, N. Y.

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUM-MINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

647-4

MACHINERY WANTED

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS, Box 874, STARCHROOM LAUNDRY JOURNAL. -3

54", 50" and 48" Notrux extractors, 8- and 6-roll American or Troy ironers. Highest prices paid! ADDRESS, Box 1414, STARCHROOM LAUNDRY JOURNAL.

THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

Used for years by hundreds of laundries



Prevents duplication of marks; Avoids mixup of garments; Aids and simplifies sorting; Used in any marking system; Precludes thievery.



PRICE per thousand.....\$7.50 5,000 or more, per thousand 6.50



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STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y.

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July 15, 1957

In The Wash ...

Research Abroad

To the Editor:

It may interest your readers to know something about laundry research in the Netherlands.

The "Experiment Station for Laundering" (Proefstation voor de Wasindustrie) was founded in 1937. Before that time some work on behalf of the laundries was done by the then existing "State Fiber Station" (Rijksvezeldienst). One of the chemists of that Service who devoted part of his time to laundering research was Mr. R. Smit, the present Director of the Experiment Station and Chairman of the International Committee on Laundering Research. Since December 1955 the name of the station has been changed into "Wasserijinstituut (Institute of Laundering) T.N.O."

T.N.O. is an abbreviation of "Organization for Applied Scientific Research." This organization is governed by committees consisting of captains of industry, prominent scientific men and state officials. The organization receives money from the state for applied research purposes and allots this to the 79 institutes which are part of or affiliated to T.N.O.

The Institute of Laundering has its own Council, however. Seven out of its nine members are appointed by the laundry owner's associations. The Council decides on the program of so-called "free research." Since 1940, half of the costs of this program are paid for by T.N.O. and the other half by the laundry owners' associations.

Since 1937 this free research has resulted in the publication of 183 communications on washing processes, NaCMC, soaps, builders, bleaching agents, fluorescent bluing agents (optical whites), counter flow washing, water softening, plant layout, fabric and fiber properties (synthetic fibers, resin finishes, wear in use and by laundering), etc. Washing processes were improved, shortened and simplified, and the quality of the work has been greatly increased.

For all laundries in the Netherlands the economies which can be obtained each year by application of the results of research work carried out since World War II are 100 times larger than the research costs paid by the laundry owners' associations.

Moreover, research on specific subjects has been carried out on behalf of manufacturers of soaps, detergents, washing machines, etc. The cost of each piece of this research work was paid for by the firm concerned and the results were available to that firm only. Manufacturers from the Netherlands, Belgium, Germany, England, Sweden and the United States have seized this opportunity to have research work carried out by an independent institute. The industrial rapid washing machines, which are constructed by two well known manufacturers in the Netherlands, were developed in cooperation with this Institute.

The other part of the Institute's activities is carried out by the Advice Section. They include analysis of 25 times washed test pieces for chemical and mechanical damage (loss in tensile strength), greying, yellowness and ash contents; chemical analysis of water, soaps, synthetic detergents, NaCMC, builders, washing powder and bleaching agents; and analysis of damaged, shrunk or discoloured fabrics and trimmings. Very important are the visits of some technical officers to laundries which subscribe to the "Extended Service." These quarterly to monthly visits last for a half or a whole day and the laundry receives advice, both orally and in a typewritten report, about the way in which it can improve its processing. Often the necessary changes are demonstrated on the spot. We find that this is one of the best ways to have research results put into practice.

DR. K. J. NIEUWENHUIS Head of the Research Section Institute of Laundering T.N.O. Delft, the Netherlands

Once a Laundryman . . .

To the Editor:

I think Lou Bellew's drawings are terrific. I have used many of them to put over a point with employees.

I am an old-fashioned (age 37), dyed-in-the-wool, head-in-the-sand

Let's Hear From You . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters

The Editor

Starchroom Laundry Journal 305 East 45th Street New York 17, N. Y. laundryman. I am so old-fashioned that I believe that routes are here to stay. I am interested in family laundry bundles. Most of the modern drive-ins that I have seen do not bring in laundry bundles. I don't want to be a cleaner that does shirts; I want to be a laundryman. I would like to see a magazine dedicated to that end. It can be done.

RUSSELL P. DALE
Dale Brothers Laundries
Springfield, Mass.

We'll redouble our efforts. Something like 85 percent of today's professional laundries, however, are engaged in drycleaning and we think it's appropriate to cover this field from their viewpoint.—Editor

Our Pleasure

To the Editor:

Thank you very much for your participation as an exhibitor at our 45th Annual Convention and Exhibit at Atlantic City, May 6-9.

SAMUEL B. SHAPIRO, Secretary Linen Supply Association of America Chicago, Ill.

Welcome Mat's Out

To the Editor:

I have been a reader of the STARCH-ROOM LAUNDRY JOURNAL for nearly 10 years,

I am planning to visit the States for the months of August and September and hope to study small and medium-sized laundries and dry cleaneries, and particularly the neighbourhood laundry.

I wonder if you could help me to arrange some visits. I arrive in New York on July 31 with my wife and go on a fortnight's holiday the following Saturday with my wife's sister who lives on Long Island. After that I shall be staying on Long Island with visits to Chicago, Washington and California.

I believe your company also publishes the National Cleaner & Dyer, and I wonder if they can help with the dry cleaning side.

R. Frankenburg Director, Lyndale Laundries Ltd. London, England

We are looking forward to your visit and will be happy to help you in every way we can.—Editor

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